



Santa Barbara Vintners Festival Returns for 38th Year

Santa Barbara Wine Country Honored as Wine Enthusiast's Wine Region of the Year

Santa Barbara, CA, July 14, 2022 – One of California's most highly anticipated events, the Santa Barbara Vintners Festival, returns for its 38th year on Saturday, Oct. 8, from 1 to 4pm. The first wine festival ever held in Santa Barbara County, the Vintners Festival will take place at the Old Mission Santa Inés in Solvang, featuring more than 50 wineries and gourmet offerings from over 20 regional chefs, restaurants, and food producers.

Visitors can meet winemakers and winery owners to learn first-hand why Santa Barbara County was named 2021 Wine Region of the Year by Wine Enthusiast Magazine. Guests can also enjoy samples of the region's best sparkling wine in the Bank of Marin Bubble Lounge, along with live music, and culinary and viticulture demonstrations.

An Early Entry Admission ticket grants access to the festival at noon – one hour prior to General Admission tickets – providing the opportunity to interact more personally with winemakers, owners, and chefs in a more open and relaxed environment.

Located in downtown Solvang, the festival is a short walk from many local accommodations, and onsite parking is available for those traveling from outside the area. Attendees are encouraged to walk, carpool, take advantage of local rideshare options, or take the train, to ensure safe and convenient transport to and from the festival.

"Santa Barbara Wine Country has been internationally recognized as the Wine Region of the Year because it produces globally competitive wines from one of the most diverse growing regions in the world. But education, experience, passion, and wisdom the winemakers pour into every bottle is what really sets us apart," said Alison Laslett, CEO of the Santa Barbara Vintners Association, which has organized the Vintners Festival since its inception. "Our Wine Country offers more varietals than any other wine region so everyone from wine novices to experienced collectors and connoisseurs will find cases to buy and enjoy at home."

For visitors enjoying a weekend stay in Santa Barbara, the Vintners Visa offers complimentary wine tastings at more than a dozen Santa Barbara Wine Country tasting rooms for an incredible value of \$50 per person. The Vintners Visa is valid from Thursday, Oct. 6 through Monday, Oct. 10, from 11am to 5pm each day. When you purchase this pass, you'll select from seven tasting

room pickup locations conveniently stationed throughout the region. The Vintners Visa can be purchased separately or as part of a bundle with Vintners Festival tickets, but it does not include entry into the Vintners Festival.

Early Entry tickets are \$125 and allow entry at 12 pm, providing an opportunity to interact with the winemakers in a more open yet personal setting; General Admission tickets are \$95 and grant access to all of the day's tastings and festivities beginning at 1pm; Locals Discount tickets are \$75 and for people whose primary residence is in Santa Barbara County, who live and work in the wine region. These tickets are available to the first 250 buyers. Non-Drinking tickets are \$25 and are intended for those not drinking, designated drivers, and/or children between the ages of 6 – 20. Children under 6 are free.

All tickets can be purchased at www.sbvintnersweekend.com. The festival will take place rain or shine, and all tickets are non-refundable.

Santa Barbara Vintners thanks its long-standing sponsors and partners who make this event possible, including Bank of Marin, the Chumash Casino Resort, and Visit the Santa Ynez Valley.

About Santa Barbara Vintners

Santa Barbara Vintners (Santa Barbara County Vintners Association) is a non-profit 501(c)6 organization founded in 1983 to protect and promote Santa Barbara County as a world-class wine producing and winegrape growing region. The association includes winery members whose annual production is at least 75% Santa Barbara County (or sub-AVA) labeled and extensive industry-associated members. The association produces festivals; educational seminars and tastings; provides information to consumers, trade, and media; and advocates for the Santa Barbara County wine and grape industry. For additional information, visit <https://www.sbcountywines.com/> and follow @santabarbarawinecountry on Facebook and Instagram, and @sbcwines on Twitter.

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