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## **EXPANDED TOURING BOOKLET SERVES VISITORS TO SANTA MARIA VALLEY WINE COUNTRY**

### **Wine Tourism Piece Features Touring Map, Tasting Tips, Winery Profiles, Local Restaurants and More**

SANTA MARIA, CA—Experiencing the wondrous flavors of the Santa Maria Valley wine country just got easier with the release of a newly expanded touring booklet produced by the Santa Maria Valley Chamber of Commerce and Visitor & Convention Bureau.

The free 16-page glossy booklet is available directly through the Chamber, and is also viewable and printable at [www.SantaMaria.com](http://www.SantaMaria.com).

“As interest in our wine region continues to grow, we want our visitor materials to be as comprehensive as possible,” said Gina Keough, manager of the Santa Maria Valley Visitor & Convention Bureau. “This piece is a significant expansion on our previous wine touring literature, and is a helpful resource for visitors and locals alike.”

The booklet, which is titled *Santa Maria Valley Wine Country: A Guide to Local Wineries and Restaurants*, offers a new cover and layout; a larger map; expanded sections on Santa Maria Valley restaurants; local wine and food shopping; wine pairing suggestions with Santa Maria Style barbecue; wine packages and tasting tours; and a wine events calendar.

The booklet opens with an introduction to the unique winegrowing qualities of the Santa Maria Valley, followed by a page headlined *Before You Begin Wine Tasting*, which provides safety tips, touring suggestions, contact information and driving directions. The booklet also provides winery profiles, local photography and space for writing personal tasting notes.

Keough noted that visitor interest in local wine tasting continues to escalate. The Santa Maria Valley has long been known as a world-class wine region blessed with a long, cool growing season, and the opening of several newer tasting rooms has only added to the valley’s wine touring stature.

For more information about Santa Maria Valley wine tasting as well as local lodging, dining and other attractions, visit [www.santamaria.com](http://www.santamaria.com) or call the Santa Maria Valley Chamber of Commerce and Visitor & Convention Bureau at (800) 331-3779.

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