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Castoro Cellars

Founded in 1983, family-owned and operated Castoro Cellars is one of the oldest wineries in Paso Robles wine country. Organic and sustainable, this SIP and CCOF organic certified winery offers over 20 estate-grown wines, live music throughout the year, a disc golf course, yoga brunch events and wine tasting from 10 a.m. to 5:30 p.m. daily. Every September, Castoro Cellars presents Whale Rock Music & Arts Festival, one of the largest music and wine events on the Central Coast. This two-day festival in the vineyard features talent from all over the country and activities for all ages. Festival goers can enjoy a plethora of music, art exhibitions, yoga classes, craft beer, delicious food and Dam Fine Wine.

CastoroCellars.com



CastoroCellars



Welcome to SLO CAL, your new favorite destination. We promise you'll love it here.

Think oceanfront beach resorts, chic downtown hotels and wine country vacation rentals—all this along wide sandy beaches and the scenic Highway 1 coastline. Find star-bright chardonnay, daily farmers markets, hiking, biking and horseback riding. Look for stunning sunsets and migrating butterflies, live music and rodeos, antiques and boutiques, Michelin-recognized restaurants, craft beer and distilleries. We are also home to a magnificent seaside castle.

For all its many riches, the real treasure of SLO CAL is its people. We are friendly and kind, laid back and a little bit quirky, always looking to make an impact and steward our natural resources. We're delighted to show you around.

As you flip through these pages to start designing your dream getaway, be sure to set aside time for spontaneity, serendipity and slowing down. You'll want to savor every moment.

— Chuck Davison/Visit SLO CAL Team



Follow SLO CAL for travel inspiration, recommendations, events and more.

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SLOCAL.com

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The Lay of the Land

Get to know the geography of SLO CAL

San Luis Obispo
This central town offers dining, shopping, museums and a world-famous weekly farmers market right downtown.

Paso Robles
Hundreds of wine tasting rooms, distilleries, craft breweries and a quaint city park make Paso an in-demand destination.

Templeton, Atascadero and Santa Margarita
Expect inviting main streets, farm-fresh fare and plenty of room to roam in these three north SLO CAL towns.

Nipomo
Find unspoiled open space, excellent BBQ and long fairways on popular golf courses.

Arroyo Grande
Charm is the name of the game in Arroyo Grande. Walk this historical downtown village and explore the agricultural valley beyond.

Ragged Point and San Simeon
These coastal jewels wow with wide views of Big Sur to the north, plus elephant seals and Hearst Castle on its enchanted hilltop.

Cambria, Harmony and Cayucos
Antiques, art, award-winning beaches, quaint downtowns and plenty of space to roam define these coastal towns.

Creston, Cholame and San Miguel
Rolling hills connect these three ranching communities, where wine, rodeo and a California mission await.

Avila Beach
Located in a protected bay, this community offers a warm climate perfect for laying out a beach blanket, or for exploring trails, coves and even a lighthouse.

Los Osos-Baywood Park
With pubs, bakeries and art studios, these connected towns sit between ancient oaks and dramatic coastline.

Oceano and Grover Beach
Catch air on the Oceano Dunes or learn about the early railroad at the train depot museum.

Morro Bay
Outrageously good seafood, long beaches and scenic sunsets are the norm in this fishing village.

Pismo Beach and Shell Beach
Think surfing, easygoing locals and vintage beach vibes.





Hotel Cerro

Hotel Cerro is a beautiful Central Coast destination situated in the heart of SLO. Sixty-five luxurious rooms and suites have views of downtown, surrounding hills and the hotel's edible gardens. Savor locally sourced coastal fare at our restaurant, Brasserie SLO; a full-service spa, Spa Cerro; and a rooftop pool deck and bar with panoramic views.

HotelCerro.com
[f](#) [@](#) [t](#) HotelCerroSLO



PIEDRAS BLANCAS LIGHT STATION

North >>> Rustic and relaxed

This area booms with wine, art, architecture, shopping and dining—without ever forgetting its cowpoke roots.

What to do and see

- › Designed by artist Bruce Munro, **Light at Sensorio** features 100,000 lighted fiber-optic spheres cascading among the hills in Paso Robles wine country.
- › In bucolic Santa Margarita, the adventure company **Margarita Adventures** offers a package of six zipline experiences that travel over Margarita Vineyard, one of the most revered in the area.
- › Open daily, the elegant rotunda of **Atascadero City Hall** was built in 1918, adjacent to the classically designed **Sunken Gardens**.
- › The streets around Paso Robles's City Park are lined with upscale

storefronts. Sewing addicts flock to **Birch**, a modern fabric studio with a far-reaching reputation. **AndBe Boutique** curates chic, comfortable women's clothing and home decor from around the world. At **Elite Passport**, find designer streetwear including hard-to-find shoe labels. And at **General Store**, look for locally made goods like gifts, stationary and linens.

North Coast >>> Seaside cool

Scenic Highway 1 rolls through the coastal north of SLO CAL—an area where people have thrived since the Chumash and Salinan tribes built their lives here.

What to do and see

- › Rent a kayak or stand-up paddleboard (SUP) to cruise around the **Morro Bay National Estuary**, a federally protected open

space that's home to myriad bird varieties and visited by migratory species.

- › The longest continuously operating business in Morro Bay, **The Siren** is a live music venue, restaurant and bar that originally opened in 1929. Today, it offers local and touring artists a stage with excellent acoustics and a state-of-the-art sound system.
- › Head to Cambria for a juicy slice of world-famous olallieberry pie from **Linn's Restaurant**.
- › Built in 1875 as a way to protect seafarers from approaching rocky shoreline, the **Piedras Blancas Light Station** in San Simeon still flashes every 15 seconds. Take a guided tour and a half-mile oceanside walk along a wildflower-lined trail.
- › Take the short walk down from the Ragged Point Inn to see **Black Swift Falls**, a seasonal waterfall that cascades 300 feet to a black sand beach.

San Luis Obispo >>>> Buzzy and fun

The energy is palpable here, with college students, local artists, entrepreneurs, outdoor adventurers and families.

What to do and see

➤ No visit to San Luis Obispo is complete without a trip down **Bubblegum Alley**, a sticky corridor where folks have contributed their chewed gum to the walls for 70 years.

➤ Road cyclists love to take a spin on **Orcutt Road**, which travels

south from the outskirts of San Luis Obispo through the SLO Coast wine region. Round-trip, it clocks about 20 miles.

➤ In San Luis Obispo, sandwiches are an obsession. At **High Street Deli**, grab a sando, chips and a drink, and head to the cute side patio. **Lincoln Market & Deli** includes a mini market, a killer craft beer selection and a mini arcade. The location is perfect at **Gus's**

Grocery, where sandwiches taste just a little bit better on the spacious patio. And get old school East Coast delicatessen specialties at **The Giant Grinder Shop**.

➤ Curious kids love the **San Luis Obispo Children's Museum**, a three-story fun-fest right at the heart of downtown. Each level corresponds to a different age group, with exhibits and activities that stimulate, educate and inspire.

BUBBLEGUM ALLEY



photo by @stephasaurstrex

DESIGN VILLAGE IN POLY CANYON



Madonna Inn

World-renowned for their 110 uniquely themed guest rooms, Madonna Inn offers a whimsical escape for travelers and locals alike. Enjoy award-winning restaurants, horseback rides, shopping, spa services, seasonal décor and nightly entertainment.

MadonnaInn.com

MadonnaInn

MadonnaInn1958



Cavalier Oceanfront Resort

The only oceanfront resort in San Simeon, the Cavalier offers an authentic Central Coast experience with deluxe amenities. A full-service restaurant, oceanfront patios, wood-burning fireplaces and two pools featuring stunning Pacific Ocean views are part of a perfect California getaway. Located along scenic Highway 1, Cavalier Oceanfront Resort is just five minutes from Hearst Castle.

CavalierResort.com

CavalierOceanfrontResort

CavalierResort

South Coast >>> Friendly and familiar

Laid-back and approachable, South Coast communities offer farm-fresh flavors, oceanfront hiking trails, one-of-a-kind shopping and countryside drives.

What to do and see

› In See Canyon, taste and buy apples at **Gopher Glen** and **See Canyon Fruit Ranch** and taste hard apple cider at **Kelsey See Canyon Winery**.

› Arroyo Grande has a reputation for well-curated antique, vintage and consignment shops. Rock and roll at **Village Vintage**, where the owners handpick their favorite tees, Levi's, vinyl, accessories and old school toys. **A Glance Into The Past** and **Branch Street Antiques** offer traditional antiques like furniture, decor, books, dolls, art and dinnerware. And **The Green Vase** carries a mix of shabby chic vintage finds and mixed media art.

› On the east side of Highway 101 in Pismo Beach, the **Pismo Preserve** comprises 11 miles of hiking, biking and equestrian trails with limitless views of the Pacific.

› Since 1962, **Jocko's Steakhouse** in Nipomo has served authentic Santa Maria Style BBQ, fired over red oak coals in an open pit. Customers love the succulent steaks, generous sides and lack of pretense.

› At **Vista Lago Adventure Park** near Lopez Lake, thrillseekers can take on over 50 elements on ropes courses that include wobbly bridges, cargo nets, pole walks and more—at a height of up to 30 feet.



SeaCrest Oceanfront Hotel

This unique Pismo Beach hotel sits high on a five-acre blufftop with spectacular views of the Pacific Ocean. SeaCrest fits in perfectly with the Central Coast feel, offering fun, easy-going, family-friendly vibes. The hotel offers bright ocean view guestrooms, a pool with three surrounding hot tubs, two terraces, barbecues, plus the on-site restaurant and bar, Blast & Brew American Eatery & Tap House. If that's not enough, with direct access stairs and just a ten-minute walk down the beach, you'll find yourself at the pier and downtown area. SeaCrest is enjoyed by vacationing families, casual surfers, beach lovers and road trippers.

SeaCrestPismo.com

[f](#) [i](#) [d](#) SeaCrestPismo





San Luis Obispo

So what does it take to have the best day, every day?

It's simple. Wake up in the city of San Luis Obispo. (You can call us SLO for short). After all, we're the perfect homebase for adventure in SLO CAL, whether you're exploring nearby vineyards, spending a day on the beach, conquering hiking and biking trails, or sampling fresh local finds at the Thursday night Downtown SLO Farmers Market. You'll never experience just one flavor—from a scoop of handcrafted ice cream to a cocktail made with locally sourced ingredients to a sweet piece of bubble gum for Bubblegum Alley. Life here is meant to be savored—SLOly. Bring your besties, book a family trip or fly solo—however you travel, we'll be the first to say “hi!” when you get here.

Live the SLO Life.

VisitSLO.com   ShareSLO



Hotel San Luis Obispo

Hotel San Luis Obispo is a modern urban resort that embodies the essence of San Luis Obispo. Bright and airy, with welcoming touches like hand-woven rugs, custom built-ins and natural wood, the rooms have a vibe of modern simplicity so you can settle in, forget your cares and focus on the essentials.

Hotel-SLO.com

 HotelSLO

 TheHotelSLO



Paso Robles

Sip and Savor Real California

One of California's premier wine regions, Paso Robles—named one of the Top Places to Visit by *The New York Times*—boasts nearly 300 wineries, an exploding restaurant scene and unique entertainment and event experiences all within minutes of its historic downtown.

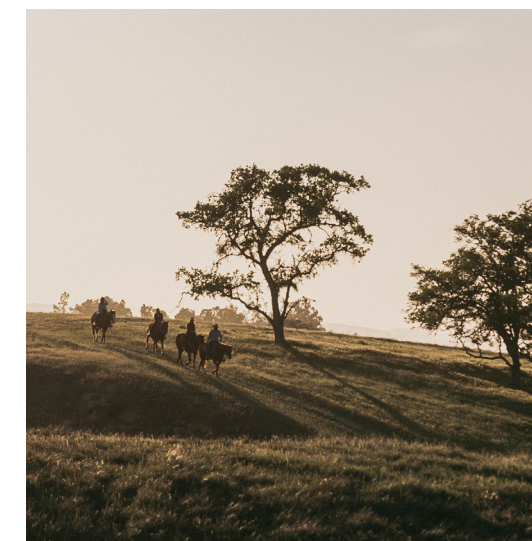
Even with all the international accolades for its wines and restaurants—including Michelin stars for Six Test Kitchen and the Restaurant at JUSTIN—this rustic-chic city has held on to its authentic small-town charm. Falling somewhere between cowboy country and Central Coast surf scene, the area offers visitors an opportunity to experience a new world of Wine Country with a multitude of adventures and signature local flavors.

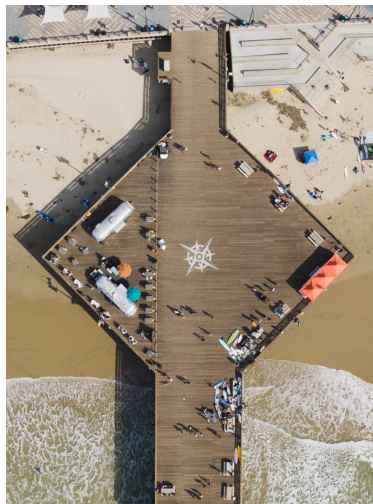


Here wine becomes an elevated experience, and goes well beyond the tasting room. Get a new perspective on wine country with e-bike tours through the vineyards, or saddle up and horseback ride over the rolling hilltops, stopping for a picturesque picnic and a wine tasting. Take a road trip to discover everything from wine-barrel room concerts to luxurious lodging properties and breathtaking art exhibits like Bruce Munro's Light at Sensorio. Whatever style or taste, there's a wine and a once-in-a-lifetime experience waiting for you in Paso Robles Wine Country.

TravelPaso.com

f @ T TravelPaso





Classic California—Pismo Beach

Pismo Beach is the true Classic California beach town and is famous for its world-famous pier, miles of beautiful white sand beaches, outstanding accommodations and a rich wine region only minutes away.

Many visitors who come to Pismo Beach are now calling it their Wine & Waves™ destination with the wine region of Edna Valley only minutes away from downtown. Downtown you'll find restaurants with original new cuisines or time-honored menus for everyone to enjoy. There's a wide variety of lodging to meet everyone's needs and budget—from oceanfront hotels with stunning vistas to affordable motels, family-friendly vacation rentals and award-winning RV parks.

ExperiencePismoBeach.com

[f](#) PismoBeachIsClassicCalifornia [t](#) PismoTravel [v](#) PismoBeachTravel [i](#) [p](#) PismoBeachCA



Atascadero

Atascadero is your no fuss, authentic place for open space and fresh Central Coast air. Say yes to hikes and horseback rides, and go all in on classic burgers and craft brews.

VisitAtascadero.com [f](#) [i](#) VisitAtascadero [t](#) AtascaderoCA



Grover Beach

This hip little city by the sea is best known for its vibrant restaurant scene and expansive beaches, as well as the warm, welcoming and adventurous spirit of its residents. Grover Beach is perfectly situated on Highway 1, close to everything outdoors: surfing, bonfires, off-roading and just a few minutes away from water parks, wineries and lakes.

VisitGroverBeach.com [f](#) VisitGrover [i](#) VisitGroverBeach [t](#) CityGroverBeach



Morro Bay

Natural abundance, inspiration and rejuvenation

Anchored by the natural marvel known to locals as “The Rock,” Morro Bay is an iconic fishing village with loads of nautical charm. Visitors stroll the bustling waterfront, dine bayside and peruse a wide assortment of eclectic shops and galleries. Morro Bay is also known as one of the country’s best places for bird watchers, and its fertile waters and marshes are home to a wide assortment of wildlife ranging from otters to dolphins to seals. Outdoor activities abound along its six miles of coastline, so bring your surfboard and your golf clubs.

MorroBay.org
 f MorroBayCA t MorroBayTravel



Arroyo Grande

Stay awhile in Arroyo Grande. Taste farm-to-table freshness. Shop and sip in the Village (and say hello to the roosters!). Go on an outdoor adventure. Whatever you choose, it’s time well spent.

VisitArroyoGrande.org

f t VisitAGCA
 i VisitArroyoGrande
 d VisitArroyoGrandeCA



The Land of Plenty

SLO CAL enjoys an abundance of agricultural riches. Year-round, the temperate climate affords farmers, ranchers, fishers and dairies the ability to offer the crispest lettuces, tenderest oysters, pepperiest olive oils and creamiest cheeses. And it doesn't end with cuisine. Hundreds of wineries, a burgeoning craft beer scene and the most exciting distillery community in the nation ensure that there's always something singularly SLO CAL in your glass.

Tables for two

Try these hideaways for intimate dining and special-occasion ambiance.

North > Hit Atascadero for an intimate Italian dinner at **Cielo Ristorante & Rooftop Bar**, or for French cuisine, head to Paso Robles for **Les Petites Canailles**.

North Coast > **Black Cat Bistro** in Cambria serves a California spin on French cuisine, while at **Windows on the Water** in Morro Bay, candlelit tables welcome diners to linger.

San Luis Obispo > **Nate's On Marsh** offers dishes and drinks inspired by vintage Italian-American eateries, and tucked-away **Granada Bistro** specializes in thoughtful dishes and lush interiors.

Fresh-caught fare

Abundant local waters make for outrageously good seafood options in SLO CAL.

North Coast > Head to the Morro Bay Embarcadero for seafood hauled in minutes before it's prepared at **Tognazzini's Dockside Too**. Folks come from all over to taste the fresh flavors of the **Sea Chest** in Cambria—especially the oyster bar. And don't miss the "legendary calamari" at **Schooner's** in Cayucos.

South Coast > Decadence awaits at **Ada's Fish House** in Pismo Beach, where the menu includes classic lobster rolls and an award-winning cioppino. Also in Pismo Beach, the **Oyster Loft** serves expertly-executed seafood with a high flavor quotient. And at **Mersea's** on the Harford Pier in Avila Beach, try fish and chips, a calamari sandwich or Shrimp Louie salad.

| Right: Nate's on Marsh



Photo courtesy of Nate's on Marsh

DO YOU HAVE WHAT IT TAKES?



Photo by @halzncalzeatz

For years, new Cal Poly University students have taken on the **Tri-Tip Challenge**: summiting three local peaks in one day followed by a tri-tip sandwich reward. Purists will say the only acceptable sandwich comes from **Firestone Grill**, but many folks also consider **Old San Luis BBQ**, **Mo's BBQ** and **The Ribline** fair game, too.

A CLAM-HAPPY CLASSIC

Photo by @splashcafe

In 1989, a little shop first served their New England-style clam chowder in a sourdough bread bowl at the Pismo Beach Clam Festival to rave reviews. Since then, **Splash Cafe** has become an icon of SLO CAL flavor, selling 40,000 gallons a year.



Flavor for the whole family

Kids and parents love the food and friendliness of these fun-forward restaurants.

North > Head to **Wild Fields Brewhouse** in Atascadero for arcade games, air hockey, foosball and award-winning craft beer.

North Coast > Watch the boats and kayaks come in and out of the estuary at the **Bayside Cafe**, located in the Morro Bay State Park Marina.

San Luis Obispo > On the edge of Edna Valley wine country, **The Rock at SLO Brew** offers a beer garden ambiance, with tasty eats, live music and lawn games.

South Coast > At **Klondike Pizza** in the Village of Arroyo Grande, free peanuts come with every order, and guests are encouraged to throw the shells directly onto the floor. And at **The Mayor's Place** in Nipomo, kids can order from the "Muttonbusters' Menu" and marvel at the restaurant's cartoon-like facade.

Fido-friendly portios

Year-round sunshine in SLO CAL means year-round outdoor dining—which means lots of dog-friendly patios.

North > At **Colony Market & Deli** in Atascadero, pups can sit in the beer garden with their owners and enjoy the sunshine and laid-back vibe.

North Coast > In addition to seafood and desserts at **Sea Shanty** in Cayucos, you can expect complimentary water bowls and doggy treats.

San Luis Obispo > **Novo** boasts a scenic patio overlooking San Luis Creek—and Rover is invited.

South Coast > **The Custom House** in Avila Beach has one of the most dog-friendly patios around and in the Avila Valley, **Woodstone Marketplace** has a leafy patio right off the Bob Jones Trail.

| Right: The Rock at SLO Brew



Photo by @slobrewrock

LOCAL INSIGHT

“Something I love about SLO CAL is the warm family atmosphere of San Luis Obispo. Nice people and great weather that you can regulate by driving 35 minutes away. (Summers in Paso can get pretty hot.)

I usually visit the **Alchemists' Garden** on City Park in Paso Robles once a month. They proudly serve a monthly specialty cocktail for each zodiac sign.

Every visitor should see our beautiful beaches and amazing sunsets. And don't forget the **Sensorio Field Of Light** exhibit in Paso Robles.

Lately I've been shopping at the **Paso Market Walk**, which has a vast array of goods to buy. I like **The Mercantile** because they feature local brands, plus **805 Flowers** and **Paso Robles Wine Merchants**.”

Right: The delectable cocktails at the Alchemists' Garden



Photo by @alchemistsgarden



Ox + Anchor

Located at Hotel San Luis Obispo, Ox + Anchor puts a modern spin on the classic steakhouse, drawing inspiration from the hills and sea surrounding San Luis Obispo. A carefully-curated list of the best wines from the Central Coast keeps it all rooted in the local terroir, from plate to glass.

OxAndAnchor.com

OxAndAnchorSLO

Piadina

Stop into Hotel San Luis Obispo and discover Piadina, where you will experience casual farm-fresh fare based around the wood-fired oven—drawing inspiration from the surrounding hills and sea of California's Central Coast.

PiadinaSLO.com

PiadinaSLO



FARMstead ED
SLO County Farm Trail

Sharing the experiences of SLO CAL agriCULTURE by celebrating and introducing folks to local farms, ranches, and purveyors. Happy Trails!



SAVOR LOCAL

Deepen your experience of SLO CAL by getting to know sustainable practices and craft used by local farmers and makers right from the source! FARMstead ED connects visitors to the farms themselves, offering experiences that both showcase authentic local products and educate visitors to become true agri-enthusiasts. There's something for everyone: Farm tours, workshops, Table to Farm dinners and marketplaces. Whether you follow the SLO County Farm Trail with your online trail map or join in for Open Farm Days in July, these family-friendly agricultural experiences will make every local bite you savor even more special.

FARMsteadED.com

@farmstead

Photos by Brittany App and Yvette Roman Photography



Shake the hand that feeds you

Farmers markets are a way of life in SLO CAL: Every day of the week, all year long, you can find one here.

North Coast › The Monday **Baywood Farmers Market** is a locals' favorite, with small vendors, lots of fresh produce and toe-tapping acoustic music.

North › Every Saturday, chefs and foodies descend on the **Templeton Farmers Market**, one of the largest in SLO CAL.

San Luis Obispo › The Thursday night **Down-town SLO Farmers Market** offers produce and culinary products, plus BBQ, flatbreads, roasted corn, sweets, face-painting, jugglers, musicians and more.

South Coast › On Saturday afternoons, the **Arroyo Grande Farmers Market** bustles with farm-fresh goods and live music in the gazebo.



Fortunately for devoted brewheads, SLO CAL likes its caffeine. For cafes that roast their own beans, try **Joebella** and **Spearhead Coffee** in Paso Robles; **Dark Nectar** in Atascadero; **Scout Coffee** in San Luis Obispo; and **Deltina Coffee Roasters** in Oceano.

Hallowed halls

Can't decide where to eat? SLO CAL's two jam-packed food halls can help.

North › The **Paso Market Walk** in Paso Robles offers 12,000 square feet of good taste, from the umami flavors of **Momotaro Ramen** and vegan cheese wizardry of **The Vreamery**, to sweet treats at **Just Baked SLO**.

San Luis Obispo › So many choices await at the popular **San Luis Obispo Public Market**, including steamed bao from **Bing's Bao Buns**, over-the-top cookies at the **Night Shift Cookie Co.** and plant-based cuisine at **Veg On The Edge**.

LET MICHELIN BE YOUR GUIDE *

Several local restaurants have earned recognition in the Michelin Guide, the gold standard for fine dining. SLO CAL Michelin-mentioned eateries include **The Hatch**, **In Bloom**, and **Les Petites Canailles** in Paso Robles, **Ox + Anchor** and **Nate's On Marsh** in San Luis Obispo, and **Ember** in Arroyo Grande. At **Six Test Kitchen** in Paso Robles, Chef Ricky Odbert has earned SLO CAL's first Michelin star, serving a multi-course tasting menu that pushes the boundaries of culinary innovation. SLO CAL's second star goes to **The Restaurant at JUSTIN** in Paso Robles, where artfully designed cuisine meets sweeping vineyard views.



Discover more delectable SLO CAL eateries.



Vina Robles Vineyards & Winery

Beyond your traditional wine tasting experiences

Vina Robles offers first class hospitality by way of unique, memorable experiences with wine, food and music at their core. The property provides various ways to tailor your experience to meet your individual interests and desires. Relax with a glass of Vina Robles' wine at their Hospitality Center; watch live music in the Vina Robles Amphitheatre under the stars, or have perfectly paired wine with lunch at The Bistro at Vina Robles. The Bistro features a seasonal lunch menu made with locally grown ingredients offered in the tasting room and al fresco on the Jardine Court. Experience Vina Robles: Visit their Hospitality Center in the heart of Paso Robles wine country.

For hours, reservations and more information call 805.227.4812.

VinaRobles.com • VinaRoblesAmphitheatre.com   VinaRoblesWinery

Sipos

What to taste and where to do it in The Land of Liquid Assets

WINE

SLO CAL's fruit of the vine continues to enrapture locals and visitors alike, whether from large legacy wineries or tiny family upstarts. Ideal growing conditions, a pioneering wine and viticulture program nearby and a spirit of collaboration and innovation make SLO CAL a superlative destination for a wine getaway.

CHOOSE YOUR OWN ADVENTURE

With over 280 wine tasting rooms and 60 varieties grown here, SLO CAL can be overwhelming for wine enthusiasts who don't know where to begin. Use these simple itineraries to get the ball rolling in either Paso Robles wine country or the SLO Coast wine region.

I'm in the mood for...grand countryside estates >

Head to **Daou Vineyard & Winery** to experience one of the most luxurious tasting experiences around, atop 2,200-foot **Daou Mountain** in the Adelaida District. A stop at **Niner Winery** includes a tasting as well as access to the lavender-lined patio and views of iconic Heart Hill. And **Robert Hall Winery** wows with a wide variety of Paso Robles wines, plus distinctive fountains, gardens and vineyard views.

In the Edna Valley, reserve a private tasting at **Tolosa Winery** and enjoy a flight from their 1772 Series or even a barrel tasting. Then drive south to the Arroyo Grande Valley for a sampling of **Talley Vineyard & Winery's** award-winning chardonnays, complete with mountain views and warm breezes. End the day at **Laetitia Vineyard & Winery**, located on a hillside just four miles from the ocean, where pinot noir and sparkling wines reign.

I'm in the mood for...a downtown wine tasting >

Drop into **Copia Vineyards & Winery** on 13th Street in Paso Robles for a tasting of Rhône varietal wines, with the option to order artisanal cheese and charcuterie. On 12th Street, cult producer **Herman Story Wines** samples a selection of rich Rhône-centric wines in a quirky no-frills tasting room. And at **Symbiosis Wines**, also on 12th Street, taste a variety of Italian and Spanish-varietal wines, poured by the winemaker herself.

In San Luis Obispo, **Ragtag Wine Co.** pours wine made by a brother-sister duo in its comfortable tasting room downtown. Just around the corner, **Region** is a wine bar that lets guests pour their own wine to sample.

I'm in the mood for...something a little different >

The area south of downtown Paso Robles called Tin City is a neighborhood of industrial buildings that house multiple wineries and tasting rooms. Check into **Field Recordings Winery** for a tasting of zero-pretension wines made by a revered producer. Next door at **Giornata Wines**, sample winemaker Brian Terrizzi's obsession with Italian varieties and methods. Then turn the corner for wines at **Desperada**, a label known for Bordeaux and Italian-variety red blends made in clay amphorae vessels.





Photo by @bookervineyard

Wine, made better

SLO CAL wineries enjoy a long legacy of sustainable production.

Tablas Creek Vineyard in Paso Robles has its Regenerative Organic Certification, which values soil health, animal welfare and social fairness.

Others, like **AmByth Estate** and **Maha Estate**, both in Paso Robles, have their Biodynamic Certification, which highlights biodiverse practices and livestock integration.

Still others are Certified Organic, like **Booker Wines**, which eliminates pesticides and synthetic fertilizer.

And some winery buildings and tasting rooms, like those at **Niner Wine Estates** and **Shale Oak Winery** in Paso Robles, have their LEED Certification, which is concerned with green architecture for wineries and tasting rooms.

Off the beaten path

Don't be afraid to take the road less traveled when it comes to tasting rooms in SLO CAL. While most lie within the framework of Paso Robles and Edna Valley, several go their own way:

- Chateau Margene**, Morro Bay
- Ancient Peaks**, Santa Margarita
- Dunites**, downtown San Luis Obispo
- Sans Liege**, Pismo Beach
- Sinor-Lavallee Wines**, Avila Beach

CHATEAU MARGENE



- Hearst Ranch**, San Simeon
- Stolo Vineyard & Winery**, Cambria
- Harmony Cellars**, Harmony

Did you know?

➤ In 1914, famous Polish concert pianist **Ignacy Jan Paderewski** checked into **El Paso de Robles Hotel** to soak in the healing waters of the hot springs there. Not long after, he purchased 1,600 acres on its west side to plant vines. His zinfandel wines earned rave reviews, even earning him gold medals at the 1934 California State Fair. Today, the Paderewski Vineyard belongs to **Epoch Estate Wines** in the York Mountain District.

➤ Each year, **Cal Poly State University SLO** graduates 60 students from its Wine & Viticulture program, the largest undergraduate program of its kind in the nation.

➤ Wine in SLO CAL dates back to 1804, when mission padres planted large vineyards near **Mission San Luis Obispo de Tolosa** and **Mission San Miguel**.



Photo by @tablascreek



For SLO CAL's **Sustainable Wine Trail Map**, including a breakdown of certifications for individual wineries, follow the QR code.

SPIRITS

We've got spirit, all right. In just a few short years, SLO CAL has become home to over a dozen distilleries, all of which are open to the public for tasting.

CALWISE SPIRITS & ROOT ELIXIRS



Photo by Acacia Productions

Spirited Selections

Stock the bar with a SLO CAL version of your favorite spirits, like:

- gin from **Re:Find Distillery** in Paso Robles
- brandy from **Tin City Distillery** in Paso Robles
- liqueurs from **Pendray's Distillery** in Paso Robles
- grappa from **Bethel Road Distillery** in Paso Robles



- rum from **Central Coast Distillery** in Atascadero
- vodka from **Krobar Distillery** in San Luis Obispo

- aguardente (Portuguese sugarcane spirit) from **SLO de Vie Distillery** in Grover Beach

Photo by @latraveldventures

Raising the bar

Local cocktail bars come in all shapes, styles and sizes.

North ➤ For pure Prohibition-era swankiness, visit **1122 Speakeasy & Cocktail Lounge** in Paso Robles. Around the corner at sister property **Cane Tiki Room**, enjoy outrageously garnished tropical drinks and pupu platters in a fun atmosphere.

San Luis Obispo ➤ Order expertly-made drinks at **Sidecar** or enjoy the swanky, classic cocktail lounge at **Nightcap**.



To learn more, follow the code to the **Distillers of SLO County Trail Map**.

BEER

Move over, wine: Craft beer in SLO CAL has fans all over the world, too. In recent years, the local brewing scene has exploded, offering beer in a dizzying array of styles from lagers to stouts and just about everything in between.

Fun Fact

› On the menu at **The Range Restaurant** in Santa Margarita, beers are listed as “Barley Pop.”



Photo courtesy of Firestone Walker Brewing

DAVID WALKER & ADAM FIRESTONE

The trailblazer

In 1996, Adam Firestone and David Walker started a brewery in wine country—a move that would change the course of craft beer history. Today, **Firestone Walker Brewing** is the fourth-largest independent brewer in the US and a local legend. Hit the Firestone-Walker Taproom in Paso Robles for rare beers and fresh pub fare, then take a tour of the towering facility.

The IPA abides

While **Liquid Gravity Brewing Company** tinkers with new beers all the time, the San Luis Obispo brewery hangs its hat on West Coast IPAs and hazy IPAs—and locals love them for it. Visit the taphouse on Clarion Court and you’ll find no less than eight of them on the menu.



Photo by @roscoetacos

New brews

A growing number of breweries are branching into new styles, or re-visiting old favorites and it’s a blast to come along for the ride.

North › At Silva Brewing in Paso Robles, look for distinctive brews like the “Suite B” German-style altbier, and a nitro walnut milk stout. In Atascadero, **Wild Fields Brewhouse** won gold medals at the 2022 World Beer Cup for a Scottish brown and red ale.

North Coast › One of the pioneers of sour beers in SLO CAL, **The Libertine** in Morro Bay makes “Buzzin’ On Broad,” a coffee and nutmeg sour brown and brown ale blend.

San Luis Obispo › At **There Does Not Exist**, try the “60 Days In Hell” Bavarian helles lager, or “Infinite End,” a cold IPA. Meanwhile, at **Antigua Brewing**, the chocolate-y “Pandemic Porter” won the gold at the 2022 California Craft Beer Competition.

South Coast › Kulturhaus Brewing in Pismo Beach serves a “gruit” herbal ale, an ancient style of beer that relies on herbs rather than hops for flavor. And at **Humdinger Brewing** in Arroyo Grande, the flagship brew is a German pilsner made with Mexican lager yeast called Krispy Niño.



Want more? Catch the QR code for the full **SLO CAL Brewery Trail**.



Edna Valley Vineyard

Consistently rated as the best tasting room in San Luis Obispo by the *SLO New Times*, Edna Valley Vineyard invites you to enjoy award-winning wines and stunning views. Discover a true expression of California's Central Coast with one of Edna's memorable tasting experiences.

EdnaValleyVineyard.com

[f](#) [@](#) EdnaValleyVineyard



Central Coast Distillery

Producer of Forager Spirits. Voted “Best of” by county locals; Gold/Double Gold & First in Show winner in International Competition. Recipient of the Visitors' Experience Award—CalTravel. Business of the Year 2022.

ForagerSpirits.net [f](#) [@](#) [t](#) [*](#) ForagerSpirits



Wild Fields Brewhouse

Enjoy award-winning beer and homestyle pub grub eats in their comfortable and unique Atascadero location. With multiple gold medals at both the Great American Beer Festival and the World Beer Cup, every pour is something special. In 2022, they took home the Brewery of the Year award at GABF, one of only nine awarded out of over 2,000 breweries. Sip a delicious pint in the family-friendly brewpub space that includes games (the space is a former bowling alley!) and a toddler corner. It's the perfect hangout for kids and the kid-at-heart. Raise a glass to community and to fun at Wild Fields.

WildFields.com [f](#) [@](#) WildFieldsBrewhouse



Taste Matters

Three SLO CAL restaurants under the umbrella of Blue Mango, a San Luis Obispo-based hospitality management group, offer unique cuisine and ambiance—and are loved by a dedicated group of repeat guests from locals to travelers.

Luna Red Restaurant

Luna Red has become quite the hotspot for locals and visitors alike with its bold flavors influenced by Spanish and other global cuisines and its seasonal cocktails. The menu style begs the diner to share many of the dishes like mouth-watering paellas, bacon-wrapped dates, fresh ceviche and craft tacos. Luna Red's sprawling patio is situated right on Mission Plaza, providing a remarkable backdrop to your dining experience.

LunaRedSLO.com

 LunaRedSLO  Luna_Red



Novo Restaurant & Lounge

The first expansion by Robin Covey, Novo opened in 2003. Featuring a worldwide inspired menu sourced from local farmers—think ahi nachos, rack of lamb and avocado shrimp spring rolls—this award-winning downtown San Luis Obispo restaurant offers creekside patio dining that's guaranteed to be memorable.

NovoRestaurant.com

  NovoRestaurant



Robin's Restaurant

In 1985, after running a health food store and serving up tasty fare to the community in Cambria, Robin Covey and Shanny Covey opened Robin's Restaurant. Set in a restored 1930s home in the town's East Village, Robin's serves comfort food with an international flair. Try the Chicken Mole Enchiladas and Moroccan Braised Lamb Shank. Guests love the food, the ambiance and the enchanting gardens.

RobinsRestaurant.com

 RobinsRestaurant  Robins_Restaurant



The Land of Deep Blue

Boasting 100 miles of pristine coastline, SLO CAL is defined by the ocean: its tides, its influence, its riches. Anywhere you roam here, a white-sand beach is never far. Dive in for world-class surf, swimming, kayaking and kite-boarding. Build a sandcastle and let the sun kiss your skin. Watch for whales, sea elephants, otters and dolphins, or marvel at tiny crabs scuttling in tide pools. They all love to be here, and you will too.

Sand, Sun, & Surf

**Whatever your vibe, there's
a beach to match it here.**





"It's hard to pick a favorite beach in SLO CAL let alone a favorite one to surf. But I would have to say Pismo Strand, ideally north of the pier. On cold fall mornings the offshore winds can make Pismo look like a world-class beach break—and if you get it on the right tide it's easily one of the more consistently fun waves ever. I grew up surfing Pismo and have seen it under all conditions, but in the fall and winter it really comes alive."

— Chris Burkard, award-winning adventure photographer



Don't miss the chance to watch qualifying series for the World Surf League at the **SLO CAL Open Pismo Beach** and **SLO CAL Open Morro Bay**. The International Surf Association also holds its **World Para-Surfing Championships** in Pismo Beach, hosted by local organization AmpSurf.

FOR FAMILIES:

› Cayucos State Beach

Kids of all ages like this beach for its large play structure, nearby skate park and miles of white sand begging to form sandcastles. (The sand is so good, in fact, Cayucos hosts a sand sculpture competition every summer.) Parents like the safe waters, easily accessible bathrooms, showers and parking. And everyone appreciates the restaurants, surf shops and candy stores located right along the shoreline.

FOR SURF:

› Pismo State Beach

Head to the Pismo Pier and you'll understand why this is such a special spot for surfers. Sandy-bottom beach breaks define Pismo's stretch of coastline, offering excellent waves for all abilities. Look to the north side of the pier for a long, solid left, or to the south side for fun waves and lots of room to ride.



FOR BONFIRES:

› Oceano Dunes

Accessible via Pier Avenue in Oceano, this beach makes an ideal place to light a bonfire. Thanks to its status as a driveable beach, you can actually haul your firewood and provisions in with a car or truck. Just don't forget the marshmallows.

FOR DOGS:

› Toro Creek Beach (Morro Strand State Beach)

Want to see Fido happy? Toro Creek Beach comprises a stretch of sand that lies at the center of Morro Strand State Beach, between the northernmost end of Morro Bay and the southernmost end of Cayucos—and it welcomes off-leash dogs. Four-legged friends can run, sniff, jump and play to their hearts' content, leash-free.

MORE MUST-SEE BEACHES

› Estero Bluffs State Park

Between Cayucos and Cambria, walk the trail that parallels the shoreline and come across multiple secret micro-beaches, usually completely empty of people.

› Oso Flaco Lake and Guadalupe-Nipomo Dunes

Birders and wildlife-lovers prize this wide, unspoiled beach, accessible via a boardwalk that passes over Oso Flaco Lake and a trail that skirts towering sand dunes.

› Hearst Memorial State Beach, San Simeon

The air is thick with history in this picturesque and protected San Simeon cove where, in the early 1900s, William Randolph Hearst received antiquities from across the globe to appoint his hilltop estate.

› Moonstone Beach, Cambria

One of the finest beachcombing spots on the West Coast, this ethereal beach in Cambria offers sea glass, sculptural driftwood and polished "moonstones" to the dedicated treasure-seeker.

› Sandspit Beach

The sandspit beach between Los Osos and Morro Bay stretches over five miles—the perfect distance for a long beach walk with endless views of the sparkling Estero Bay.

› Point San Luis Beach

This tiny beach on the north end of Avila Beach lies beneath the historic Point San Luis Lighthouse and is only accessible by kayak.

› Pirate's Cove Beach, Avila Beach

Be prepared to bring the bare necessities to this stunning beach in a protected inlet, as clothing is optional.

LOCAL INSIGHT

"I just love the fact that I can go surfing in Pismo on a crisp sunny morning, and then enjoy chilly fall weather in the hills of Atascadero—all in the same day.

After a morning surf session, I like to hit **Blast & Brew** in Pismo Beach, or **Me & Ed's Pizza**, also in Pismo. If I surf in the afternoon, I follow it with a nice juicy burger at **Cool Cat Cafe**, close to **Pismo Pier**.



Everyone should hike the **Cerro Alto Trail** between Morro Bay and Atascadero. It's the tallest peak in San Luis Obispo County, so the views are incredible, insane!

I'm biased, but I think any visitor to SLO CAL needs to take at least one surf lesson. **AmpSurf** weekly clinics have taught folks who have lost limbs, suffered from post-traumatic stress, are impaired visually, are quadriplegic, plus veterans and people on the autism spectrum. 77



PISMO BEACH

The Land of Fresh Air

**Take a deep breath. Do you feel that?**

It's freedom. Freedom to roam and ramble, freedom from push notifications and agendas. Here, we'd rather get outside than get ahead—a preference that shows on hundreds of miles of well-worn hiking, mountain biking and equestrian trails. Ziplines, dune rides, bike routes and water slides: It's all within reach. And if your idea of outdoor adventure is a glass of wine on the patio? We can help with that, too.

EROICA CYCLING ROUTE



Photo by Evan B. Dudley

In SLO CAL, we don't take our annual 315 days of sunshine for granted. Comfortable weather makes it spectacularly easy to enjoy the great outdoors, where trails, peaks, waves and wildlife all wait to be discovered. Want to get in on the action? Here are ten of our favorite ways to get outside.

- 1 Take a hike along the **Ontario Ridge** near **Avila Beach**, which travels a total of four miles, out and back.
- 2 Enjoy technical downhill while mountain biking on **West Cuesta Ridge** near **Santa Margarita**.
- 3 Kayak through the arches, grottoes and rock gardens of the **Dinosaur Caves** in **Shell Beach**, accessible only from the water.
- 4 Follow in the treads of the **Eroica California**, a 97-mile road cycling route that covers **Paso Robles**, **Templeton** and **Atascadero**, as well as a jaw-dropping stretch along **Highway 1**.
- 5 Try an afternoon of kitesurfing with **California Kiteboarding** in **Pismo Beach**, one of the world's best spots for the sport. The winds that blow through **Cayucos** in May also make ideal conditions for paragliding and hang gliding off **Hang Glider Hill**.
- 6 Meet up with the folks from **Morro Bay Paddlesports** for stand-up paddleboarding lessons in the **Morro Bay National Estuary**.
- 7 Jog the 1.3-mile path that circles **Atascadero Lake Park** in **Atascadero**, accessible for wheelchairs and strollers, too.
- 8 Take a spin on the **Bob Jones Bike Trail** with an e-bike (electric bicycle). Pick up your wheels at **Central Coast Kayaks** in Shell Beach or **BoltAbout Rentals** in Avila Beach.
- 9 Bring your climbing shoes, belays, ropes and pads to the base of **Cabrillo Peak**, a favorite haunt of rock climbing enthusiasts that overlooks **Morro Bay** and **Los Osos-Baywood Park**.
- 10 Mosey on horseback with **Central Coast Trailrides** through the vines at picturesque **Santa Margarita Ranch** or **Cass Vineyard & Winery** in **Paso Robles**.



Photo by @monicagoesshow

Margarita Adventures

Welcome to Margarita Adventures—the biggest thrill in wine country! It all begins with Margarita Adventures' acclaimed zipline tours on the historic Santa Margarita Ranch in the heart of SLO County, featuring six epic ziplines that span vineyards, valleys and forests. It's an experience like no other; one that adults think is fun and that kids think is cool. Even better, Margarita Adventures now offers several additional experiences, including an Eagle Tour, Foraging Tour, Photography Tour and Nature Adventure Tour. Don't miss these one-of-a-kind tours for all ages!

Margarita-Adventures.com

MargaritaAdventures



Photo by Acacia Productions



MONTAÑA DE ORO STATE PARK

LOCAL INSIGHT

“ Our favorite itinerary is a family hike at **Johnson Ranch Open Space** and a deli sandwich from **Lincoln Market & Deli** or **High Street Deli**.

We never tire of the beauty and scenic coastline of **Montaña de Oro State Park**. You can walk, hike, ride, surf or relax at the beach with a good book.

The **Downtown SLO Thursday Farmers Market** is a must: fun for all ages and delicious for all palates.

When we shop, we try to keep our dollars local and support small businesses. Some of our favorites include **Boo Boo Records**, **Humankind Fair Trade** for clothing, gifts and decor, and **Whiz Kids** for toys, games and children’s books.”



Right: Boo Boo Records



Photo by @groovymissruby

BORN TO BE WILD

Access to viewing wildlife is next-level in SLO CAL. Here, you’ll find **Monarch butterflies** wintering by the thousands in Pismo Beach, **California sea otters** off the coast of Montaña de Oro State Park in Los Osos, and **Great Northern Elephant Seals** on the beach in San Simeon. **Peregrine falcons** nest atop Morro Rock, **gray whales** migrate offshore, and wild turkeys strut just about everywhere. You’ll even see **California Condors** at Hi Mountain Lookout in the mountains east of San Luis Obispo, and **bald eagles** at Lopez Lake outside Arroyo Grande.



Photo by Acacia Productions



The Land of Wonder

SLO CAL's culture begs to be discovered—not in a guidebook but in the flesh. Wander the halls of a tycoon's hilltop castle, catch a headliner on stage, walk in the footsteps of ancient tribespeople and cut a rug beneath a harvest moon. There's a lifetime's worth of exploration to be done here, and there's no better time to start than right now.



HIGH BAR AT HOTEL SLO

Below: A small plate at Piadina

LOCAL INSIGHT

“I’m a big fan of **Sidecar Cocktail Company**. You’ll find a next-level craft cocktail and comfort food menu with seasonal updates. Drink rec: Ask about their “Kentucky Monk.” It’s off-menu, one of their originals and, hands down, my favorite drink in the county. Sidecar is also conveniently located next door to the wonderful **SLO Museum of Art**.

The Palm Theater in Downtown SLO is a cool indie theater showcasing indie, foreign, art house and mainstream cinema. Bonus? It’s right next to **Mee Heng Low Noodle House**, an historic Chinese restaurant that dates back to 1927. Dig in more on cinema in SLO with the annual **San Luis Obispo International Film Festival** in April.

SLO Rep Theater is our community venue staging regional productions from musicals and plays to educational programs. Dinner and drinks? Find **High Bar at Hotel SLO** for rooftop sips and small plates or enjoy a heartier meal at their downstairs restaurant, **Piadina**. Drink rec: Barrel Aged Viuex Carre.”



Photo by @thetotelslo

Photo by @piadinasio

Three Perfect Days

Optimize your SLO CAL experience with recommendations for planning the perfect getaway

FAMILY VACATION ON THE NORTH COAST

When it comes to trips with the family, everyone just wants to have fun! Bond on a white-sand beach with your crew, and reconnect over shared moments in the great outdoors. Whether on the trail, on a bike or on a whale-watching cruise, you’ll discover that SLO CAL makes a terrific playground for any family to play and recharge.



Photo by @thridcoastmama

DAY 1: Check into Cambria’s **Oceanpoint Ranch**, a shorefront hotel that has campfire kitsch and Western flair to spare. Kick off the trip with cornhole, croquet and horseshoes on the lawn, a dip in the heated pool or a walk along the private trail to **Moonstone Beach**. To finish the evening, head to **The Canteen** for a flavorful dinner, followed by s’mores time at the outdoor firepits.

DAY 2: Drive to San Simeon to witness the circle of life at the **Elephant Seal Rookery**, then snag snacks at the **Brown Butter Cookie Company** in Cayucos. Afterward, venture out with **Morro Bay Whale Watching & Sub-Sea Tours** to see sea life up

close. Walk the Morro Bay Embarcadero to spy adorable sea otters in their natural habitat and finish with dinner at the **Bayside Cafe** at the Morro Bay State Park Marina.

DAY 3: Get set for a day of exploration with blue corn waffles at **Hidden Kitchen** in Cambria, then spend the morning riding bikes and window shopping throughout the quaint East Village. After tacos at **Boni’s**, drive south to **Montaña de Oro State Park** in Los Osos for a hike along the Bluff Trail or an afternoon sunbathing and tidepooling at Spooner’s Cove.

Left: Elephant Seal Rookery

QUALITY TIME IN WINE COUNTRY

There's no better place to spark a romance—or to rekindle one—than in SLO CAL, where dramatic ocean views, secluded trails, cozy dining and rolling hillside vineyards beckon around every corner. Ready to take your relationship to the next level? A luxuriously laid-back SLO CAL visit will have you swooning in no time.

DAY 1: Check into the Tuscan-style **Allegretto Vineyard Resort** in Paso Robles and decompress immediately at **Spa Allegretto**. Choose from a variety of decadent treatments, including a couples' massage paired with a bottle of Prosecco. Come evening, head to the resort's restaurant, **Cello Ristorante & Bar**, for Italian dining, followed by a glass of Allegretto's proprietary wine on the patio beside the resort's oversized fire bowls.

DAY 2: Enjoy an onsite yoga class or dip in the pool, then kick off a private tasting tour with **The Wine Wrangler**, selecting from Paso Robles's 200+ wineries. Reserve a catered vineyard picnic lunch, and enjoy a personalized, no-stress afternoon tasting some of the world's finest wines at your own pace. Finish with dinner at hip restaurant **In Bloom** in the charming **Paso Market Walk**.



Photo by @life_aficionados

DAY 3: Grab breakfast at **Hunter Ranch Golf Course** before or after playing a round on what's considered one of the finest courses in California. Then make your way to **City Park**, where boutique shopping, downtown wine tasting rooms and bistros make for an easygoing afternoon. Finish with dinner at intimate Italian restaurant **Il Cortile** and live music at the underground **Libretto Jazz & Wine Lounge**.



Photo courtesy of Libretto Jazz & Wine Lounge

Top: Allegretto Vineyard Resort by Ayres;
Bottom Left: In Bloom;
Bottom Right: Libretto Jazz & Wine Lounge



Photo by Hugo Martinez



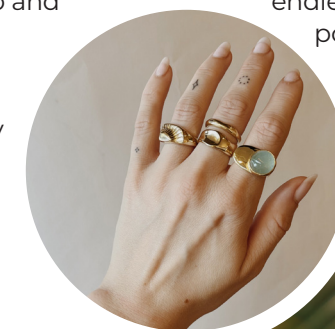
EXPLORE SAN LUIS OBISPO

Discover the good life in SLO CAL by soaking up its culture, history and natural wonders—a feast for the senses and a destination rich with experiences for the curious traveler. Get acquainted with the style and spice of this fascinating place, and live like a local to enjoy the best it has to offer.

Top: Downtown San Luis Obispo;
Center: Len Collective; **Bottom:** Fremont Theater

DAY 1: Pull into **Hotel Cerro** and begin your stay with a swim and a sip at the rooftop pool and bar. Afterward, cruise downtown San Luis Obispo and tour **Mission San Luis Obispo de Tolosa**, one of the best-preserved missions in California. Finish the day with a visit to the **San Luis Obispo Museum of Art** and dinner at nearby craft eatery **Luna Red**.

DAY 3: Rent road bikes at **Foothill Cyclery**, then head out to SLO Coast wineries for wine tasting and endless vineyard views. Come lunchtime, pop into the **SLO Public Market** to find over a dozen eateries ready to wow your palate. Afterward, hit **The Puzzle Effect Escape Room** to put your problem-solving and teamwork skills to the test.



DAY 2: Wake early for a morning hike up **Cerro San Luis**, the mountain at the heart of San Luis Obispo, then tuck into pastries and coffee at **Linnea's Cafe** on Garden Street. The rest of the day, discover SLO's excellent independent shops, like jewelry at **Len Collective**, men's streetwear at **Passport**, comic books at **Dr. Cain's** and games at **BA Start Arcade Bar**. Finish with a farm-to-table dinner at **Guisepes** and a concert at the historic **Fremont Theater** or **The Rock at SLO Brew**.



LIVE LARGE ON THE SOUTH COAST

DAY 1: Indulge in a stay at the **Resort at Dolphin Bay** in Shell Beach, where ocean views from the pool and an award-winning wine list and cuisine at **Lido** don't disappoint. That evening, head to the **Great American Melodrama & Vaudeville Revue** for big laughs and excellent professional theater.

DAY 2: Drive to Arroyo Grande for a cowboy breakfast at **F. McLintock's**, then wander the historic village. (You may even spy Arroyo Grande's famous flock of rogue roosters.) Afterward, take your thirst for excitement to the Oceano Dunes for a free-wheeling tour with **Xtreme Hummer Adventures** or a thrill ride in a biplane with **Banner Airways**. Finish the day in Grover Beach, where **The Spoon Trade's** famous fried chicken and waffles satisfies big appetites.

DAY 3: Catch views of the Pacific on a hike at the **Pismo Preserve**, then order steamed clams or a nacho skillet at **Wooly's Beach Bar & Grill** in downtown Pismo Beach. Grab a **Hotlix** lollipop with a real edible scorpion inside (and eat it, if you dare!), then spend the afternoon chasing Pismo waves with **Sandbar Surf School** or **Esteem Surf Shop**.

| Pictured: Banner Airways

Go big or go home, right? SLO CAL is jam-packed with heart-pumping moments, inspiring stories, bold flavors and jaw-dropping sights that have to be experienced to be believed. Three days of once-in-a-lifetime adventures await: are you ready to take the leap?

Photo by Highway 1 Road Trip

YOUR FUTURE LOOKS BRIGHT AT AVILA RANCH!



A vibrant new neighborhood in the heart of SLO!

Located just a few miles south of downtown SLO among award-winning wineries, the brand-new homes at Avila Ranch are connected to nine different parks by a network of paths and trails for all residents to enjoy. Contact our sales team to schedule a tour of six model homes and start planning your wonderfully sunny future at Avila Ranch!



ESTERO

3-4 Bedrooms
2.5 Baths
1,811 - 2,273 sq. ft.



ISLAY

2-3 Bedrooms
1-2.5 Baths
819 - 1,708 sq. ft.

Come Visit Us!

Getting to Avila Ranch from famous Highway 101 is easy breezy! We are just a couple miles south of downtown SLO in the heart of wine country.

Sales Office and Model Homes are Open!

102 Earthwood Lane, San Luis Obispo, CA.

jillp@wchomes.com 831.531.9038

Scan For Directions



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avilaranchslo.com



Images are representational only and may differ from homes as constructed. Square footages are approximate. Seller makes no representations or warranties that the view from the property will remain the same. Future development changes to and growth of landscaping and the like may impact any current views from the property. Homes are constructed and marketed by WCP Developers LLC (CA Contractor License #1035148) and real estate sales brokered by WCP Real Estate, Inc. (CA DRE License #02055906), on behalf of Avila Ranch Developers, Inc., a California corporation. ©2022 Wathen Castanos Homes. All rights reserved. Equal Housing Opportunity.





Pismo Coast Village RV Resort

The Pismo Coast Village RV resort is within walking distance to downtown and the pier. You'll find 400 full hook-up sites on 26 beachfront acres with plenty of amenities, but perhaps the best amenities are the ocean breeze, sunsets and soothing sound of the surf.

PismoCoastVillage.com

PismoCoastVillageRVResort



Holiday Inn Express & Suites of Atascadero

This fully renovated, multi-award winning hotel showcases contemporary amenities, guestrooms and suites. In wine country and moments from the coast, this green-certified venue boasts comfortable event space and an outdoor heated pool and spa. EV charging coming soon. Local beer and wine available now.

HIEAtascadero.com

HIEAtascadero HIE_Atascadero

La Cuesta Inn

This boutique inn located near downtown San Luis Obispo and Cal Poly offers luxury, comfort and convenience to restaurants, shopping, area wineries, beaches and hiking trails.

LaCuestaInn.com

LaCuestaInn LaCuestaInnSLO



Beach Bungalow Inn and Suites

One of the original California beach town inns, Beach Bungalow Inn and Suites in Morro Bay has a warm, retro and relaxed feel, but offers modern amenities—gas fireplaces, large comfy beds and a great breakfast brought to your door. Bike rentals are available and well-behaved dogs are welcome.

MorroBayBeachBungalow.com

BeachBungalowInnandSuites

MorroBayBeachBungalows



HEARST CASTLE

LOCAL INSIGHT

“During the weekends, you can find our family grabbing oat milk lattes at **Red Bee Coffee** in Grover Beach, then heading further up the coast to Cambria for some wild prawn enchiladas at **Robin's**. On the way home, we'll grab boba at **Sweet Reef** in Morro Bay. Can't forget stopping at the **SLO Public Market** for some **JayBird's** chicken tenders!

Every visitor should see **Hearst Castle**. It's a famous destination, and worth the drive. They should also visit the **Madonna Inn** in San Luis Obispo to grab a piece of cake and take in the scenery.

We also love **Port San Luis** and the **Harford Pier**, plus the dog beach and downtown Avila Beach.

The **Anholm District** in SLO is a great area to see lots of different styles of homes, some dating back to the early 20th century. There's also **Frank Lloyd Wright's Kundert Medical Clinic**, built downtown in 1956, a great example of Usonian architecture.

For home decor enthusiasts, definitely check out **Chic Interiors** in Arroyo Grande, **Cove** in Pismo Beach, **Basalt**, **Celadon House** and **Idlewild**, all in San Luis Obispo. For clothing, I love stopping by **Wildflower Women** or **Harper Jo's** in Pismo Beach.”



Ariana Afshar Lovato Principal and Founder, Honeycomb Home Design, Arroyo Grande

SLO CAL CRAFTED

Bring home the best of SLO CAL with products made, farmed and grown locally

Winemakers, candlemakers, furniture makers, printmakers and many more: Around here, we are bona fide makers. To celebrate our abundance of locally made goods, we certify them SLO CAL Crafted®. When you buy a SLO CAL Crafted product, you can be certain it's created right here, by someone whose life and work is woven into the local economy. Here, we profile several of those SLO CAL Crafted makers.



Follow the code to see a video of **Kelpful** in action.



Learn more about
Maven Leather.



Photo courtesy of Alle-Pia

› Maven Leather, Cayucos

Leathersmith Emma Thieme crafts purses, wallets, hip bags, keysnaps and more right here in her shop. Pick up high-quality hand-stitched leather goods, paintings, prints and jewelry made by local artists.

› Alle-Pia Fine Cured Meats, Atascadero

What started as a small meat company in 2012 has since become a nationwide salami brand. Head to the Alle-Pia Emporio in Atascadero to find barolo, sopressa, calabrese and nostrano salami, among other delights, all made here in SLO CAL.

› The Place on PCH, Oceano

Walk through this new artisan hub and find tableware, pots and sculpture by ceramicist Darcy Badiali, a longtime artist who founded The Place on PCH with painter and muralist Oscar Pearson. Both artists have working studios here and sell their work on site, as well as the work of other artists, found and vintage objects and potted plants.

› Morro Bay Oyster Co, Morro Bay

Bring a picnic to the dock of Morro Bay Oyster Co and enjoy shucking and sampling oysters pulled directly out of the water. It doesn't get any fresher.

Photo by Acacia Productions



Opposite Page: Maven Leather;
Top Right: The Place on PCH;
Below: Morro Bay Oyster Co.



Learn more about
Morro Bay Oyster Co.



Photo by Acacia Productions



Photo courtesy of Life Elements

› Life Elements, Atascadero

A family-owned bath and body care company, Life Elements manufactures homeopathic remedies by hand and in small batches. Formulated by “Chief Alchemist” Martha Van Inwegen, these nature-based formulations include CBD bath bombs and bath salts, body oil, tinctures and skin care products.

› Esteem Surf Co, Pismo Beach

Owned by longtime Pismo Beach surfer Robbie Domingues, Esteem Surf Co’s tagline is “not L.A., not The Bay”—a sentiment that resonates with many proud SLO CAL surfers. Come in for apparel, accessories and even custom-shaped surfboards.

› Kiler Ridge Olive Farm, Paso Robles

Owners Audrey Burnham and Gregg Bone welcome visitors to their farm and press facility, where Italian olive cultivars become robust flavorful olive oil. Enjoy a tasting, a tour and shopping the boutique.

NEGRANTI CREAMERY



› Bethel Road Distillery, Paso Robles

Each of the spirits produced at Bethel Road Distillery is grape-based, and starts as juices pressed off during the winemaking process. Choose from brandy, gin, grappa and walnut liqueur made with estate-grown walnuts.

› Biddle Ranch Vineyard, Edna Valley

One of the prettiest winery properties in SLO CAL, Biddle Ranch Vineyard makes chardonnay, pinot noir, rosé, cabernet sauvignon and syrah. In the tasting room, all wines are available by the flight, glass or bottle.

› Negranti Creamery, Paso Robles, Tin City, Atascadero

The first sheep’s milk ice cream made in the country, Negranti Ice Cream has become a staple of SLO CAL flavor since it opened in 2011. Alexis Negranti started selling at the legendary Thursday Downtown Farmers Market in San Luis Obispo; today, she owns three local scoop shops.

Top Left: Bethel Road Distillery;
Top right: Life Elements;
Bottom: Kiler Ridge Olive Farm;
Opposite Page: Esteem Surf Co



Photo by Luke Ulsen



Photo by Acacia Productions



Learn more about SLO CAL Crafted and the artisans certified through the program.

An Unparalleled Wedding Destination

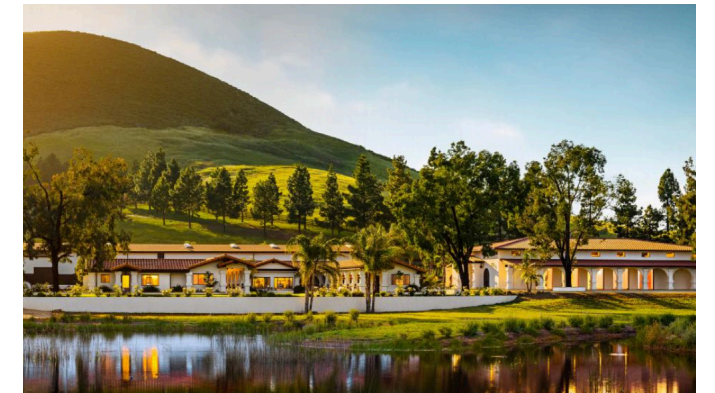
From the proposal to the anniversaries, there's a place for every love story in SLO CAL

The Setting

SLO CAL venues make every wedding a destination wedding. Try rustic barns like **Swallow Creek Ranch** in Cayucos, **Santa Margarita Ranch** in Santa Margarita, **Higuera Ranch** in San Luis Obispo and the **Loomis Family Barn** in Arroyo Grande. For venues with coastal views, try **Ragged Point Inn** in Ragged Point, the **Avila Beach Golf Resort** in Avila Beach, **The Cliffs Hotel and Spa** or **Dolphin Bay Resort**, both in Shell Beach. Charming historic wedding venues include the tiny **Santa Rosa Chapel** in Cambria, the **Cass House** in Cayucos, the **Harmony Wedding Chapel** in Harmony, the **Portola Inn** in Atascadero, the **Jack House** and **Dallidet Adobe** in San Luis Obispo, the **Heritage House Museum Gardens** in Arroyo Grande or the **Dana-Powers House** in Nipomo. And to marry your beloved at a picturesque Paso Robles winery, choose **Villa San-Juliette Winery**, **Summerwood Winery and Inn**, **CaliPaso Winery** or **HammerSky Vineyards**.

Gown: Moondance Bridal

Photo by Alexandra Wallace



La Lomita Ranch

Experience Spanish allure as you enter the gateway to Edna Valley's coastal wine region at La Lomita Ranch. Whether enjoying the *Aromas of Wine* sensory experience in the hospitality room and outdoor patio featuring award-winning estate and single vineyard wines, or the serenity of a luxury bed and breakfast overnight stay in one of the seven suites of La Posada, or the three-bedroom Hacienda, La Lomita Ranch offers a truly memorable guest experience.

Once home to famed Arabian horses, La Lomita Ranch now welcomes guests from around the globe.

LaLomitaRanch.com   LaLomitaRanch



Photo by Jennifer Olson

The Feel

Pick out rings and bridal gowns at **Baxter Moerman Jewelers** and **Moondance Bridal** in San Luis Obispo. Choose from colorful field-to-vase flowers from **Noonan Wine Country Designs** or neutral palettes with **Idlewild Floral**. Start with the classical sounds of the **Mariposa String Quartet**, then keep the tunes rolling with popular party-maker **DJ Malik Thorne**. Add elements of fun like mobile photo booth **Bessy The Photo Bus**, cheery balloon designs by **Karson Butler Events** and marquee letters from **Alpha-Lit Central Coast**. Don't forget the memories: In-demand photographers like **Cameron Ingalls** and **Alexandra Wallace** and videographers like **Amora Cinema** and **Chromatic Collective** will capture your special day in style.

Top: Idlewild Floral;
Bottom: Bessy The Photo Bus;
Opposite Page: Cake Cathedral



Photo by @michellerollerphoto

The Flavor

Kick your celebration up a notch with SLO CAL's wildly talented caterers, cake artists and drink-slingers. Couples love the ease of hiring mobile cocktail bars from **Paso Robles Wine Merchant**. From cocktail-hour snacks to multi-course meals, local caterers know how to bring the heat to SLO CAL weddings. For food, go with **Trumpet Vine Catering**, **Thomas Hill Organics**, **Mistura** or **Danior Catering**. And what about a decadent finish? Hire cake artists like **Cake Cathedral**, **The Cakery** and **Just Baked SLO** or opt for frozen treats from **SLO Mama Sweets**, cupcakes from **Enjoy Cupcakes** and gourmet cotton candy from **Haute Sugar**.



Ready to put a ring on it? SLOCAL.com has everything you need to plan your dream wedding.



Photo by Nikkels Photography

All About Events

Whether a wedding, special event, wine event or party—large or small, All About Events is your local event rental source for coordinators, caterers, event planners/designers, businesses and individuals. AAE has been a winner years in a row for *California Wedding Day Magazine's* Best Of awards for Best Table Top Rentals SLO. We offer quality tabletop rentals, large-scale tenting, tables, chairs, linens, heaters, umbrellas, bars and more—all maintained to high standards for events on the Central Coast.

AllAboutEvents.com



AllAboutEventsSLO



AllAboutEvents



Photo by Jenny Williams

Seasons of SLO CAL

Every time of year in SLO CAL has its charms. Which will be your favorite?

Photo by @lbrandon_d_woody

Spring

- › Wildflowers bloom across the Carrizo Plain National Monument
- › The San Luis Obispo International Film Festival lights up the silver screen
- › Cowpokes rope and ride at the Poly Royal Rodeo at Cal Poly, the largest college rodeo in the nation
- › The first (and sweetest) strawberries ripen early to herald summer

4TH OF JULY IN PISMO BEACH



Summer

- › New surfers take on the year's best beginner waves at SLO CAL beaches
- › Festival Mozaic brings world-renowned musicians to perform an eclectic mix of classical, jazz and crossover music in distinctive venues across SLO CAL
 - › The summer-only Avila Beach Farmers Market takes over the Avila Beach Promenade every Friday night
 - › The skies near Pozo and Cambria are perfectly clear and dark for excellent stargazing

Fall

- › An inevitable early-fall heatwave sends locals (and their dogs) to the beach
- › The historic apple orchards of See Canyon welcome visitors to pick and taste their many varieties of apples
- › Harvest rolls through SLO CAL wineries, where they celebrate with winemaker dinners, release parties and barrel tastings
- › In full costume, the witches of SLO CAL bring their paddleboards and kayaks to Morro Bay for the annual Witches' Paddle
- › Old fashioned fun takes over the Village of Arroyo Grande for the annual Harvest Festival, with a mustache contest, barbershop quartet, parade, fish fry and pie-eating contest

SEA OTTERS ABOUND IN WINTER



Photo by @lutherswife

Winter

- › Wildlife galore! Sea otters pup their young, birds and whales can be seen migrating, sea lions mate and Monarch butterflies open their wings by the thousands
- › The SLO CAL Open welcomes competitive surfers from far and wide to conquer the waves in Pismo Beach and Morro Bay
- › The holidays come to Mission Plaza in San Luis Obispo, with a carousel, Santa's House and a public Menorah lighting for Hanukkah
- › On New Year's Day, folks flock to Cayucos and Avila Beach by the thousands to start the year off fresh with a "polar bear plunge" in the frosty ocean



Follow the code to learn more about SLO CAL events.





Festival Mozaic

For five decades, Festival Mozaic has been filling SLO CAL venues with incredible music performed by some of the most talented musicians in the world. Come experience the 53rd anniversary of Festival Mozaic in July 2023.

FestivalMozaic.org



FestivalMozaic



Vina Robles Amphitheatre

The Vina Robles Vineyards & Winery boutique amphitheatre is nestled on a picturesque, oak-dotted hillside in Paso Robles on California's Central Coast. The concert season runs from April through November and features top tier acts from around the world in all genres.

VinaRoblesAmphitheatre.com



VinaRoblesAmphitheatre



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San Luis Obispo Museum of Art

There's always something new at the San Luis Obispo Museum of Art. Their three galleries boast innovative exhibitions by regional and international artists. Public programs include free docent tours every Saturday at 11 a.m. and free family art activities every Second Saturday from 11 a.m. to 1 p.m. Free admission!

SLOMA.org



SLOMuseumOfArt



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COLLECTION