

TO: James L. App, City Manager
FROM: Meg Williamson, Assistant City Manager
SUBJECT: Paso Glow – Savor The Central Coast – New City Park Event
DATE: May 4, 2010

NEEDS: For the City Council to consider a request adding Paso Glow – Sunset Savor The Central Coast to the event schedule at City Park.

- FACTS:**
1. Sunset’s Savor The Central Coast event is a celebration of the beauty and abundance of the Central Coast of California and will offer culinary tours, one-of-a-kind winemaker dinners, historic excursions and culinary showcases. The main event is being held at Santa Margarita Ranch on Saturday and Sunday, October 2-3, 2010.
 2. The San Luis Obispo County Visitors & Conference Bureau has submitted a request to stage Paso Glow, part of the County-wide Sunset Savor The Central Coast event, on Saturday, October 2, 2010.
 3. Planned for the evening hours, an “under the stars” dinner for 200 guests will focus on the bounty of Paso Robles and feature local chefs, winemakers and farmers.
 4. The event is being underwritten by the Travel Paso Robles Alliance (BID) and organized by O’Donnell Lane, LLC, a company focusing on strategic planning, marketing and communications with an impressive record of staging unique events.
 5. Event components include Paso Robles all-star chefs for each dinner course and celebrity chef Tyler Florence mingling with the guests. Music and a dance performance are being planned.
 6. Paso Glow will have no hard cost impact to the City. All elements are being funded by the Travel Paso Robles Alliance. Reimbursement of City staff overtime is included in the event budget.
 7. With several Savor winemaker dinners planned throughout the County, Paso Glow highlights the picturesque downtown and showcases Paso winemakers, chefs, agriculture, sponsors and hospitality, providing attendees with a reason to stay overnight in the City and patronize local businesses and hotels.

ANALYSIS &

CONCLUSION: When adding events to the City Park schedule, it has been important that those events have a specific vision and bring positive attention to the myriad of resources and opportunities available in the City. Paso Glow, as part of Sunset’s Savor The Central Coast event, is just such an opportunity. Event professionals in the food, wine, farming and logistics fields have come together to create a unique and very special event.

FISCAL

IMPACT: No funding is being requested for this event. The City's role will involve the dedication of staff resources for planning and event day logistics. All City overtime costs will be reimbursed through the event budget.

OPTIONS:

- a.) Adopt the attached resolution authorizing the use of City Park for Paso Glow scheduled for Saturday, October 2, 2010.
- b.) Amend, modify, or reject the above option.

Prepared by:
Freda Berman, Events Manager

- Attachments:
- 1. Resolution
 - 2. Sunset Savor The Central Coast Program Information

RESOLUTION NO.10-

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF PASO ROBLES
AUTHORIZING USE OF THE CITY PARK FOR A NEW EVENT – PASO GLOW – AS PART
OF SUNSET’S SAVOR THE CENTRAL COAST

WHEREAS, the San Luis Obispo County Visitors & Conference Bureau proposes to stage Paso Glow, part of Sunset’s Savor The Central Coast, to the City Park event schedule on October 2, 2010; and

WHEREAS, Paso Glow is part of Sunset Magazine’s Savor The Central Coast event, celebrating the whole Central Coast of California; and

WHEREAS, this event will celebrate the myriad of first-class Paso Robles resources and feature local chefs, farmers and winemakers; and

WHEREAS, the event is being underwritten by the Travel Paso Robles Alliance (BID) and will have no hard cost impact to the City; and

WHEREAS, Paso Glow is being organized by O’Donnell Lane, LLC, professionals in event management who will bring a unique vision to City Park, highlighting its picturesque beauty; and

WHEREAS, Paso Glow will provide attendees with a reason to patronize local businesses and hotels.

NOW, THEREFORE, BE IT RESOLVED, AS FOLLOWS:

SECTION 1. The City Council of the City of El Paso de Robles does hereby authorize the use of City Park for Paso Glow – Sunset’s Savor The Central Coast -- on Saturday, October 2, 2010.

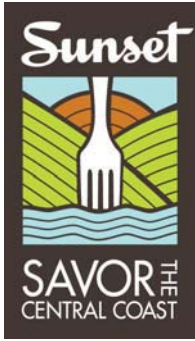
PASSED AND ADOPTED by the City Council of the City of Paso Robles this 4th day of May 2010 by the following vote:

- AYES:
- NOES:
- ABSTAIN:
- ABSENT:

Duane Picanco, Mayor

ATTEST:

Lonnie Dolan, Deputy City Clerk



Savor the Central Coast
September 30 – October 3, 2010
Events Throughout the County of
San Luis Obispo
Main Event: Santa Margarita Ranch
October 2 – 3, 2010
10:00am – 5:00pm

Nestled midway between Los Angeles and San Francisco, Sunset's Savor the Central Coast event will celebrate the beauty and the bounty of this unspoiled and largely unexplored part of the Golden State in an incredible four-day experience. Sunset's Savor the Central Coast will showcase the talents of area winemakers, chefs and many artisanal food producers. Sunsets' expert editors as well as celebrity chefs will guide attendees through unique culinary tours, one-of-a-kind winemaker dinners, historic excursions and amazing culinary showcases.

Event Highlights

Thursday Evening, September 30th

VIP Reception & Opening Night Event (\$25.00)

Kick off *SAVOR the Central Coast* 2010 with Katie Tamony, *Sunset Magazines* Editor-in-Chief and the full Sunset Editorial staff, sponsors, media guests and other dignitaries at a private wine reception in the heart of downtown San Luis Obispo. Following the reception, stroll San Luis Obispo's famous farmer's market and dance the night away to Louie Ortega and The Wild Jalapenos in front of the historic Fremont Theater.

Friday, October 1st

Culinary Tours (\$50.00)

Unique opportunities await you! Experience aquaculture, organic farming, olive oil production and wine grape harvest first hand as you tour these incredible sites. The bounty of the Central Coast takes center stage with these one-of-a-kind tours.

Culinary Tour sites

Ocean Rose Abalone Farm Tour and Lunch with *Sunset Magazine* Travel Editor-At-Large Peter Fish

Located just North of the charming coastal village of Cayucos, the Ocean Rose Abalone Farm harvests sustainably raised abalone from tanks that mimic their natural tide pool environment just a few feet away. The Abalone Farm is a proud member of the Monterey Bay Aquariums Seafood Watch program – which makes environmentally-friendly seafood recommendations for consumers – and is listed with the Seafood Choices Alliance as one of many environmentally smart choices for seafood consumers.

Morro Bay Oyster Company Tour and Lunch

The Morro Bay Oyster Company perpetuates a rich tradition of oyster farming along the Central Coast. Harvested by hand directly from the pristine waters of Morro Bay and sold to local restaurants, at farmer's markets and off their barge in the Morro Bay Harbor these are the best of the best oysters. After your tour by boat out on the bay, enjoy a lunch with oysters and all the best that Morro Bay has to offer including some incredible San Luis Obispo County wines.

Happy Acres Goat Farm Tour and Lunch with *Sunset Magazine* Food Editor Margo True

Join Sunset's food editor Margo True on a tour to remember! Happy Acres is a working dairy set in the rolling hills of Templeton and staffed by four women with family support. Their herd is comprised of four unique breeds with more than 200 goats. The goat milk, which is all natural and hormone-free, has the high butterfat content essential to the production of the farm's line of cheeses, ice creams, lotions and soaps. This is a hands on tour...milk goats, make cheese and enjoy!

Pasolivo Olive Oil Tour and Lunch

Lauded by the likes of Bon Appetit and the L.A. Times, for over 17 years, Pasolivo has produced Paso Robles' best-known, estate-grown and pressed extra virgin olive oils. With 45 acres planted with 6,000 olive trees, Pasolivo hand-harvests the fruit and estate presses the oil just steps from the orchard. Learn the nuances of tasting olive oil and have a sumptuous lunch paired with Paso Robles wine.

Thomas Hill Organics Tour and Lunch with *Sunset Magazines* Garden Editor Julie Chai

Nestled in the rolling hills of Paso Robles' east side, the Thomas Hill Organic Farm is home to ten acres of more than 800 organically-grown, unique, heirloom varieties of fruits, vegetables and nuts. Join Sunset editor Julie Chai and the man himself – Thomas Hill on this garden and culinary adventure. The produce from the farm either goes out as part of a the Thomas Hill harvest box program or is prepared in meals at the Thomas Hill Organics Bistro in downtown Paso Robles. This is truly a "farm to table" experience not to be missed!

Talley Winery and Organic Farm Tour and Lunch with *Sunset Magazine* Feature's Editor Christine Richard

Since 1948, the Talley family has farmed a diverse array of fruits and vegetables, as well as vineyards, in the pastoral Arroyo Grande Valley. With a highly regarded winery and organic vegetable farm, Talley Farms leads the way in sustainable farming practices along the Central Coast. SAVOR your lunch at the winery and finish your tour with a stop in the quaint town of Arroyo Grande for an espresso or a scoop of ice cream at Doc Burnstein's Ice Cream Lab.

Winery and Harvest Tours (\$50.00)

Taste the grapes right off the vine – then taste the wine that comes from the grapes! The flavors of the pure grape juice seem to be magically translated right into the glass of the finished product. See the terroir, feel the sun as it produces sugars in the fruit, and experience the incredible winemaking process 8,000 years old – and counting.

Wine Harvest Tour Sites

Ancient Peaks Winery and Vineyards Tour and Lunch

Planted to varieties that capture the uniqueness of its fossil-rich calcareous soils, Margarita Vineyard is Ancient Peaks Winery's estate vineyard and the southernmost vineyard in the Paso Robles AVA. Ancient Peaks Winery takes its name from the majestic Santa Lucia Mountains that watch over the Margarita Vineyard. Dine in the vineyards, sip wine and take in the incredible view.

Center of Effort Winery and Vineyards Tour and Lunch

Taste the fruit (juice) of their labor (effort). Center of Effort Winery is a limited production winery located in the history rich Edna Valley appellation. These wines will wow your taste buds with complex and approachable flavors. Lunch will be prepared by the Central Coast classic himself, Chef Ian McPhee. Following lunch stop in the charming village of Arroyo Grande for an espresso or pastry at one of the Central Coasts most loved bakery's.

Red Cedar Vineyard and Clayhouse Wine Tour and Lunch

Join *Sunset Magazine's* wine editor Sara Schneider for this tour, tasting and lunch. Red Cedar Vineyard is the estate vineyard for Clayhouse Wines, providing meticulously-farmed fruit from its rolling and terraced vineyard blocks. A 150-year-old adobe at Red Cedar has been carefully preserved as the symbol of the winery and its wines: created from the earth, built by hand, and nurtured by generations.

Friday Evening, October 1st

Special Events

The Sunset Western Wine Awards Dinner and Gala (\$185.00)

Join *Sunset's* Wine Editor, Sara Schneider and *Sunset's* Editor-in-Chief Katie Tamony for one of the most important events of the Weekend. The *Sunset Western Wine Awards* is recognized as the biggest honor for western winemakers and focuses solely on the best wine producers in the west. *Sunset's* panel of professional judges includes western wine writers, sommeliers and winemakers. You will get a sneak-peek and taste of these award-winning wines in addition to meeting the actual award-winning wine makers themselves. Our Oscar-style ceremony with host Randy Newman and dinner will be held at the beautifully rustic Asistencia at the Santa Margarita Ranch (built in 1787), and will feature tantalizing, locally-grown fare alongside the West's award-winning wines.

Entertainment:

Reception:

Dawn Lambeth & The Usonia Jazz Trio

Dinner Music:

Guitarist, Tony Harmon

SAVOR the Mission Plaza with the Sunset Magazine's Food Editor Margo True (\$125.00)

Staged in the breathtaking heart of one of California's most vibrantly alive cities, this *al fresco* dining experience will feature the talents of San Luis Obispo best chefs against a mouthwatering selection of SLO Vintners best wines. This evenings setting is the plaza of Mission San Luis Obispo de Tolosa, one of California's grandest sites and *still* the centerpiece of this Central Coast community.

Entertainment:

Red Holloway and guest artists

Daytime Events at Santa Margarita Ranch

Saturday and Sunday, October 2nd and 3rd, 8:30am – 5:00pm

Ticket pricing:

\$75.00 for SLO County residence single day passes (limited sales)

\$85.00 general admission single day pass

\$130.00 for SLO County residence, 2 day passes (limited sales)

\$150.00 General admission, 2 day passes

Harvest Tours and Special Breakfast Events (\$15.00)

Fresh from the Fields-California Breakfast with Katie Tamony

Katie Tamony, *Sunset's* Editor-in-Chief, hosts a true California Breakfast, assisted by local favorite, Chef Ian McPhee. A cooking demonstration on how to incorporate the best local produce into your brunch menu will take center stage. This Fresh from the Fields breakfast is a not-to-be-missed SAVOR experience that includes early entrance to the SAVOR main event at Santa Margarita Ranch!

Breakfast starts at 8:30am and will end promptly at 10:00am – have a bite and head to the Volvo test track prior to the opening of the main gate at 10:00am!

Ancient Peaks Winery and Vineyards Harvest Tour and Tasting

Planted to varieties that capture the uniqueness of its fossil-rich calcareous soils, Margarita Vineyard is Ancient Peaks Winery's estate vineyard and the southernmost vineyard in the Paso Robles AVA. Ancient Peaks Winery takes its name from the majestic Santa Lucia Mountains that watch over the Margarita Vineyard. Sign up to reserve a seat for these harvest tours available throughout the day on both Saturday and Sunday.

Tour Schedule: 12:00 noon and 2:00pm

Central Coast Pavilion

Experience the interactive tourism displays of the five Central Coast counties – San Luis Obispo, Santa Barbara, Monterey, Ventura and Santa Cruz – all under one roof! Afterward, grab a glass of *Sunset's* Western Wine Award-Winning wine paired with delicacies prepared by our featured local chefs. The Central Coast Pavilion will also feature a general store and bookshop filled with *Sunset* books, books by local authors, and celebrity and regional chefs. You can also pick up your must-have SAVOR items such as commemorative shirts, water bottles, hats and more!

Meet Celebrity Chef Tyler Florence and many participating writers and chefs at the Central Coast Pavilions book signing stage and get your autographed copy of your favorite book. Check the on-site schedule for appearances.

The Marketplace

Prepare your palate for a grand tour of the Central Coast's top wineries—Santa Cruz to Ventura—all in one stop! Arranged by sub-region, more than 100 wineries will pour their very best, paired with small plates from the Central Coast's top chefs. The SAVOR Marketplace stage will showcase everything from barrel-making to the secrets of pairing wine and food. Also, shop the Central Coast Marketplace Market for culinary items including local olive oils, truffle butter and olallieberry jam just to name a few of the delights that await you.

Marketplace Stage

Coopering and Toasting

What's the first thing winemakers reach for in their "spice rack"? The barrel, of course! A well-made barrel can impart mellow tannins, soft textures, and flavors like vanilla, cream, smoke, tobacco, toffee or caramel into a wine. Witness first-hand what the winemaker is looking for as a barrel is formed, toasted and sealed right before your eyes. Check back throughout the day to see the progress!

Why We Love Central Coast Wine-Wine Tasting Tour with *Sunset's* Wine Editor Sara Schneider

Take a walking tour through Central Coast wine country...*SAVOR* style. *Sunset Magazine* Wine Editor Sara Schneider will lead you through The Marketplace from Ventura and Santa Cruz. See, taste, and *SAVOR* the Central Coast.

Tour schedule: 11:30 am – Saturday and Sunday – Tour will meet at the entrance of The Marketplace

Farmer's Market to Meal

Sponsored by the California Farm Bureau Federation

Come face-to-face with the Central Coast growers who feed California and the nation with the freshest, most flavorful produce. Meet the growers and ask them questions about their crops, methods, tricks and their commitment to sustainability. Then witness an educational presentation in the demonstration kitchen by local chefs, farmers and *Sunset Magazine* editors on everything from cheese-making to canning and preserving to tips and techniques for seasonal cooking.

Farmer's Market to Meal Seminars

Garden, Market to Meal Chef Experience

Ever wonder what it's like for a professional chef to shop a farmer's market? Here's your chance to shop like a chef: picking produce from the garden, shop the farmer's market and develop a menu from those items. Regional chefs and *Sunset Magazine* editors lead you through the *Sunset Victory Garden*, and shop the California Farm Bureau farmer's market. Watch as they prepare a meal with the bounty you've selected.

Preserving the Harvest

Taste fresh fruits and vegetables from your garden all year long! *Sunset Magazine* Associate Food Editor Elaine Johnson shows you how. Preserving and canning is a lot easier than you may think. Elaine will share her tricks and tips on the best time to pick your harvest for preserving as well as how to pack and store your fruits and vegetables. Added bonus...her favorite preserving shortcuts!

Cheese making 101

It all started with one adopted goat. Now, Happy Acres is a 52-acre goat dairy and organic farm in Templeton. Meet the goats, farmers and cheese-makers, taste some of the best chevre in the County and learn how it's made.

Sunset's One Block Feast - Margo True, Sunset's Food Editor Shares her Secrets and Best Stories from this Grand Experiment

In 2007, *Sunset* embarked on one of its' biggest projects ever! Margo True, *Sunset's* Food Editor, challenged the staff to take local eating to a whole new level! The *Sunset* staff would create an entire feast grown, raised and made within *Sunset's* 7-acre campus. For the past three years, staffers have been involved in this grand experiment and are growing their own vegetables, raising bees and chickens and even making wine, cheese, olive oil, and beer. Margo shares what we've learned from developing our One Block Feast including some of the more humorous moments. *The One Block Feast* book will include recipes and project guides ranging from beekeeping to beer making, will be released in February of 2011 and is based on *Sunset's* James Beard award-winning blog oneblockfeast.sunset.com.

Sunset's Favorite Fresh from the Garden Toppings - from Salsa to Tapenade and Bruschetta.

Sunset's Associate Food Editor Elaine Johnson shares how your herb garden can be your inspiration! Elaine will share some of her favorite twists on these classic toppings and how fresh herbs can boost the flavor of any dish.

The Sunset Cookbook - Margo True, Sunset Food Editor, Shares her Favorite Techniques from the Book.

The *Sunset Cookbook* brings together more than 1000 fresh, delicious recipes for the way you cook today. Margo will demonstrate and explain some her favorite techniques from the book. Learn everything from new ways to use fresh herbs to roasting a whole pig at home (the Cuban way) with the Caja China Grill.

Sunset Victory Garden

With both practicality and aesthetics as guides, the *Sunset - Savor the Central Coast* team has planned and planted a 2-acre kitchen garden on the grounds of the Santa Margarita Ranch. This 2-acre garden will be at its peak during the event for attendees to behold. This garden demonstrates how to mix fruit trees, vegetables and flowers to a beautifully stunning and useful effect, and shows the potential for a truly local agricultural experience that's translatable into your own backyard.

Sunset Victory Garden Seminars

Composting 101-Julie Chai, *Sunset Magazine's* Associate Garden Editor

Collected waste from cooking, pruning, lawn-mowing and weeding can be transformed into rich, crumbly black compost. Mix it into your garden's soil to improve its texture, fertility and ability to retain water. Join Julie Chai, *Sunset Magazine's* Associate Garden Editor, as she walks you through the process and explains the benefits of composting for the earth and for your garden.

Tour the Sunset Victory Garden with Julie Chai, *Sunset Magazine's* Associate Garden Editor

Join Julie Chai, *Sunset Magazine's* Associate Garden Editor for a tour of the Sunset Victory Garden. Find out why certain crops were selected, what crops grow in specific locations for sun and water needs and which crops should be planted in close proximity to each other. Also, see the most popular crops to grow now including Japanese and Thai eggplant, lemon cucumbers, heirloom tomatoes and watermelon.

How to Plant a Salad Pot with *Sunset's* Associate Garden Editor Julie Chai

Love the flavors of fresh salad like arugula and red leaf? Garden Editor Julie Chai will show you how to plant the perfect salad in your to adorn your patio or porch. You will learn about water needs, which lettuces do best in which environments and discover which varieties are popular today.

Chickens, Chickens and More Chickens!

Backyard chickens are all the rage these days and when you taste their eggs you'll understand why! Taking inspiration from *Sunset's* own chicken coop at *Sunset's* Menlo Park headquarters, California Polytechnic State University Poultry Science students will bring a diverse range of chicken breeds to the event in addition to showcasing some of today's most creative and new backyard chicken coop ideas. Students and other poultry experts will be on hand to inform and assist you in deciding how to set up your own coop at home!

Ranch Tour by Train – All Aboard!

Take a tour-by-rail of the beautiful and storied Santa Margarita Ranch on train cars designed and built by Walt Disney for use at Disneyland in 1955. First stop the Volvo Test Track... The Western Region of Volvo Cars of North America is proud to be the exclusive auto sponsor of the *Sunset's* Savor the Central Coast event. The innovative design and technology of Volvo's newest generation of cars is the perfect pairing with the bounty and beauty of California's Central Coast. Hop off the train and take a test drive!

A Moveable Feast

The Best of the Best Food Carts – Concession Area

Often, the tastiest meals are found on food carts at street corners across the West. At the *SAVOR* main event, attendees can purchase meals from California's best food carts, from rotisserie chickens to wood-fired pizzas, taco trucks to Ian McPhee's killer hamburgers, you can enjoy the perfect picnic in Santa Margarita Ranches Estrada Garden while you listen to some great local musicians.

Tired of wine...Firestone Brewery will provide you with a glass of their latest brew!

Music Stage Featuring:

Saturday

Cuesta Ridge (10:00am – 12:00 noon)

Red Skunk Jipzee Swing Band (12:30pm – 2:30pm)

Inga Swearingen & Band (3:00pm – 5:00pm)

Sunday

Jody Mulgrew & Band (10:00am – 12:00 noon)

Guy Budd & The Gypsy Souls with Louie Ortega (12:30pm – 2:30pm)

Julie & The Bad Dogs (3:00pm – 5:00pm)

Chef and Winemaker Central

Looking for inspiration in the kitchen? Fill your glass, sit back and relax while *The Food Network's Tyler Florence* and an array of Central Coast Chefs show you how it's done. Cooking seminars as well as wine tasting master classes will be held throughout the day in the historic *Asistencia* at the Santa Margarita Ranch, so bring your thirst for know-how...and your appetite for learning. Reserve seating \$15.00.

Seminars and Special Events at Chef and Winemaker Central

Reserved seating \$15.00

Saturday, October 2nd

Beyond the Chop with Sunset Magazines Food Editor Margo True – How to Cook with Different Cuts of Lamb Co-Presented with Cal Poly's Andy Thulin (10:30am – 11:15am)

The loin, the rack, the saddle and the shank...Which is which? Where does each come from? And how best to prepare them? *Sunset* Food Editor Margo True will demystify this meat and demonstrate the best cuts to braise, grill or fry! You will also learn about raising lamb in a sustainable way from our SAVOR guest Dr. Andy Thulin.

Chef Tyler Florence – Dinner at My Place (12:00 noon to 12:45pm)

Seafood Saturday

Celebrity chef Tyler Florence prepares a meal featuring seafood. (waiting for word from TF)

Distinct. Different. - Paso Robles (1:30pm – 2:30pm)

You've heard of Paso Robles. You may have tasted Paso Robles wines. But you've never *experienced* Paso Robles until this "Distinct. Different." wine flight. *Sunset* Wine Editor Sara Schneider and a panel of award winning winemakers walk you through this one-stop varietal tour of California's most welcoming appellation.

Riedel Wine Glass Seminar with Maximillion Riedel Hosted by Sunset Magazines Wine Editor Sara Schneider (3:00pm – 4:00pm)

Learn how to honor your wine – from that "special occasion" treasure to even the humblest bottle – with the appropriate glass. Maximillian Riedel, the latest of eleven generations of the world's greatest wine glass producers, will show you how.

Sunday, October 3rd

Battle of the Bay! (10:30 am – 11:15am)

Just as the iconic Morro Rock was created from fire and earth, these Morro Bay Chefs will prepare delectable dishes from mystery baskets using the fire of the stove and the fruitful bounty of Morro Bays earth!

Chef Tyler Florence – Dinner at My Place (12:00 noon to 12:45pm)

Lamb Sunday

Ever wondered which lamb cut to prepare? How about all of them! Watch Chef Tyler Florence as he prepares a "mixed grill" using different cuts of lamb, accompanied by sides of polenta and the perfect coleslaw. (waiting for word from TF)

The Perfect Cuvee - Edna Valley (1:30pm – 2:30pm)

Experience how the experts make wine! Winemakers will walk you through what it takes to create the perfect cuvee. *Sunset* Wine Editor Sara Schneider moderates a panel where you will learn how the art of blending creates the perfect cuvee. This is a hands-on blending seminar where you create and then drink your own wine!

Savor the Culture a Central Coast Cheese Overview with *Sunset Magazine's* Food Editor Margo True (3:00pm – 3:45pm)

The exact time of the appearance of cheese is unknown but cheese has its earliest record dating back to over 5,000 years ago. Have a glass of wine with *Sunset's* Food Editor Margo True and Taste the emerging cheese culture found along California's Central Coast.

Saturday Night October 2nd

Winemaker Dinners (Choose from 10 dinners, \$125.00)

Sunset Magazine invites you to indulge in the "Best of the West" during an intimate gourmet dining experience unlike any other. Set in quintessential locales across the Central Coast, these multi-course dinners will feature the culinary excellence of revered local chefs with winemakers on hand to discuss their methods and philosophies about producing some of California's top-rated wines.

Niner Wine Estates – Featuring Chef Bradley Ogden

Location: Niner Wine Estates – Paso Robles (50 guests)

Combine world-renowned chef Bradley Ogden with award-winning Niner Wine Estates wines and what do you get? A night to remember! Join James Beard Foundation honoree Chef Bradley Ogden for a luxurious harvest dinner at Niner Wine Estates' new hospitality center on Paso Robles' West Side. Ogden's signature farm-to-table style has graced restaurants including San Francisco's Campton Place Hotel and One Market Restaurant, The Lark Creek Inn in Marin County, Bradley Ogden at Caesar's Palace in Las Vegas, and most recently, Root 246 in Solvang, California. Sumptuous fare crafted in the Niner Wine Estates' state-of-the-art demonstration kitchen will be matched with soulful Niner Wine Estates wines against a backdrop of pastoral elegance. Don't miss this rare opportunity to indulge all of your senses in the very best the West has to offer.

Clayhouse Wines at Novo (50 guests)

At Clayhouse our passion for wine compels us to pursue a traditional, time-honored approach to winemaking. Each bottle is carefully crafted from select grapes, hand-picked from small vineyard blocks that have proven their ability to produce exciting wines. The perfect pairing for Clayhouse is the sensually spiced, Novo. Mediterranean, Brazilian and Asian flavors fuse together to create perfectly balanced dishes. The waft of house-toasted spices across Novo's creek-side deck tease your senses and entice your hunger. The best of times is NOW!

Explore SLO Vintners (50 guests)

You know you are in the heart of wine country when you hit backcountry roads lined with vineyards and rolling hills. Relax as you feel the light coastal breeze; bask under the torques skies. A feeling of peace sets in. From the people who greet you, to the laid back setting of San Luis Obispo, an un-crowded, un-hurried and un-pretentious wine event awaits you. Join the SLO Vintners Association to celebrate the most beautifully made wines on the Central Coast!

Lone Madrone Winery in the Lone Madrone Herb Garden

Waiting for Info

Tolosa Winery and Vineyards

Waiting for Info

Ancient Peaks Winery at The Range (40 guests)

Join the owners of Ancient Peaks Winery and Chef Jeff Jackson of The Range in Santa Margarita for an intimate five-course dinner bursting with fresh seasonal flavors. The entrée will feature beef raised on Santa Margarita Ranch—the home of Ancient Peaks Winery’s estate Margarita Vineyard—which is renowned for its progressive rangeland practices. Each dish will also showcase produce from the Sunset Victory Garden and other locally grown ingredients that reflect the natural diversity of the Central Coast. The featured wines will include the 2007 Oyster Ridge red blend, which hails from a remarkable block at Margarita Vineyard that is riddled with large oyster fossils. Don’t miss this flavorful opportunity to savor the unique terroir of Santa Margarita.

Santa Cruz (40 guests)

Santa Cruz County, the gateway to California's Central Coast has been recognized as a premium wine producing area since the late 1800's. In 1981, the Santa Cruz Mountain Appellation became federally recognized as one of the first American Viticultural Appellations to be defined by geophysical and climactic attributes. Today, Santa Cruz County is home to more than 70 wineries and the vintners from this cool climate region will be highlighting some of their best, small lot, hand crafted wines at this evening’s winemaker dinner. (Restaurant Location TBD)

Monterey (50 guests)

Join Monterey County vintners’ convivial dinner and experience the essence of Monterey’s culinary scene. An esteemed team of Monterey chefs will prepare a sumptuous dining experience using Monterey’s regional and seasonal produce, fresh seafood, meats, and more. Artisanal winemakers will share their library and new release wines while entertaining guests with the history and future of the burgeoning wine region. Don’t miss what promises to be an exceptional evening.

Santa Barbara (50 guests)

Santa Barbara County is home to more than 120 wineries and 21,000 acres of premium wine grapes...most of the wine community is located in the Santa Ynez Valley, the Santa Maria Valley and the Sta. Rita Hills appellations. A collection of the best Santa Barbara County wines will be showcased at this evenings winemaker dinner paired with some of the freshest most unique cuisines the Central Coast has to offer! Restaurant location TBD.

Ventura (50 guests)

Often known for its wonderful weather, sandy beaches, delicious avocado's and strawberries and far-reaching citrus orchards, Ventura County is quickly becoming a popular wine country destination for travelers from all over the west. Now home to 15 wineries and more to come Ventura County vintners will showcase some of their best at this evenings winemaker dinner. Next time you are traveling Highway 101 on the southern tip of California's Central Coast make sure and travel the Ventura County Wine Trail and see first hand why they call Ventura County "Real California".

Paso Glow – Culinary Experience! (150 guests)

Nothing beats a warm fall evening in one of the Central Coasts culinary epicenters, Paso Robles. For *SAVOR the Central Coast*, 150 guests will witness Paso's charming City Park transformed into the site of a magical, illuminated reverie. Rub elbows with Celebrity Chef Tyler Florence and the *Sunset Magazine* Wine Editor Sara Schneider as well as gifted local chefs, winemakers and farmers beneath the moon to celebrate the delicious abundance of this bountiful region.

Sunday Night October 3rd

Concert and Fireworks Finale at Avila Beach Golf Resort (\$85.00)

Join the entire Sunset - Savor the Central Coast team and dazzling performer, Chris Isaak to commemorate the final night of our culinary week. Taste, Sip, Savor and Celebrate!

Taste – Safeway's specially created food concessions

Sip – a selection of Central Coast wine and beer

Savor – the moment surrounded by the incredible vistas of world class Avila Beach Golf Resort

Celebrate! – the Savor fireworks finale...

All prices and events are subject to change - Tickets go on Sale May 1, 2010

Ticket proceeds and sponsorships are considered donations to the San Luis Obispo County Visitors & Conference Bureau, a 501 c 6 non-profit tourism organization that promotes San Luis Obispo County.