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**SANTA BARBARA WINE COUNTRY GOES VIRTUAL  
Offers Virtual Tastings and Behind-the-Scenes Video Chats with Vintners**

SANTA BARBARA, Calif. (March 26, 2020) – Santa Barbara Wine Country will still be raising a glass with wine lovers who are staying at home through a new virtual outreach program that includes live wine tasting experiences and behind-the-scenes video chats on Facebook and Instagram.

The virtual program will focus on what visitors enjoy best about the region – the diverse range of wines and the welcoming, laid-back vibe.

- **Virtual Wine Tasting:** Winemakers will engage with consumers as they taste and experience a selection of wines that range the length of our valley - from signature Pinot Noir to the Rhone varietals and out to the hot spots in Happy Canyon. Spotlighting different wineries, the tastings will feature a moderator navigating the wines with the winemakers to share fun and educational insights with viewers on Facebook and Instagram Live. Wines can be pre-purchased and shipped at discounted rates to participants prior to the event dates.
- **Behind-the-Scenes Video Chats:** While at home, consumers can get an up-close look at Santa Barbara Wine Country and the people behind the wines. Vintners will welcome viewers to virtually visit their tasting rooms, tour their vineyards, and get a behind-the-scenes look at the wine making process.

“We like to say there is a story in every bottle. Right now, we don’t have the pleasure of seeing our guests face-to-face, but we can still share those stories and stay connected during this difficult time,” notes CEO of Santa Barbara Vintners, Alison Laslett.

Virtual Wine Tastings and Behind-the-Scenes video chats will begin Monday, April 6. A list of participating wineries will be posted on <https://www.sbcountywines.com/>.

Details about the virtual program will be promoted through social media outreach and advertising, focused primarily on the Los Angeles market. The program is a precursor to a much larger campaign that will be launched in Los Angeles once social distancing orders are lifted and normal travel resumes.

In addition, Santa Barbara Wine Country is providing consumers with discounted online offers, free or discounted wine shipping, curbside pick-up and local deliveries. Further details can be found [here](#).

### **About Santa Barbara Vintners**

Santa Barbara Vintners (Santa Barbara County Vintners Association) is a non-profit 501(c)6 organization founded in 1983 to support and promote Santa Barbara County as a world-class wine producing and wine grape growing region. The association includes winery members whose annual production is at least 75% Santa Barbara County (or sub-AVA) labeled, winery associates, vineyards, vineyard management companies, hospitality, and industry associate members. The association produces festivals and wine country weekends; educational seminars and tastings; provides information to consumers, trade, and media; and advocates for the Santa Barbara County wine and grape industry.

For more information, visit <https://www.sbcountywines.com/> Follow us: @santabarbarawinecountry on Facebook & Instagram and @sbcwines on Twitter.

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