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CONTACT:

Sonja Farra

Sonja@imwagency.com

714-222-5802

**ALL WINERIES IN SANTA BARBARA WINE COUNTRY TO OPEN STARTING JUNE 12
Over 200 Wineries & Tasting Rooms Ready to Welcome Back Guests**

SANTA BARBARA, Calif. (June 11, 2020) – Starting June 12, all wineries and tasting rooms in Santa Barbara County can reopen and welcome back guests to sip the latest vintages and soak in the beautiful surroundings.

Located less than two hours from Los Angeles, Santa Barbara Wine Country is a beautiful escape with over 200 wineries known for producing internationally recognized wines. It's an ideal day trip or weekend for SoCal wine lovers craving a relaxing getaway filled with stunning vistas, rolling vineyards and exceptional wines.

All wineries and tasting rooms throughout Santa Barbara County will welcome visitors with a safe, low-touch experience that embraces outdoor seating, invites the fresh air, and adheres to the latest health and safety guidelines.

“People are so excited to get out and explore again. They’ve been enjoying wine at home, but nothing compares to a wandering day-trip to see the vineyards, rest your eyes on the gorgeous landscape, and engage with the dynamic people behind the wines,” said CEO of Santa Barbara Vintners, Alison Laslett. “Our wine region is a stone’s throw from Los Angeles but feels like a world away. We can offer guests the break they’ve been craving, and with all our outdoor space, our Wine Country has some of the safest social activities people can engage in right now.”

The Santa Barbara wine region is best known for two things: the exceptional quality of the wines and the laid-back community vibe. From signature Chardonnays and Pinot Noirs worthy of Burgundy to sought-after Rhone and Bordeaux style varietals, there is a wine for every palate with over 50 varietals grown throughout the region. The welcoming vibe comes from the spirit of the tight-knit wine community. Winemakers are often found behind the counter in tasting rooms, pouring their wines and sharing anecdotes about the latest vintage. Wineries are located within a 30-mile radius throughout the valley and additional boutique tasting rooms are found in downtown Santa Barbara.

To help ensure the health and safety of visitors and staff, Santa Barbara County wineries and tasting rooms are implementing the following protocols:

- Strict adherence to CDC health and safety guidelines: sanitization, hygiene, face coverings for staff and for guests when not consuming wine or food
- Use of outdoor space and other social distancing practices
- Daily employee wellness screenings and temperature checks
- Reservation systems to manage the number of guests
- Tasting room guidelines re: glasses, pouring and tours

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

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