



**Be Known.**

Santa Barbara Vintners - Media Partners

**People. Passion. Results.**

IMW's vision is to make our clients successful by providing insightful and creative business building ideas that exceed expectations.





# COMPLETED MEDIA TOURS

## SANTA BARBARA VINTNERS ASSOCIATION MEDIA PARTNER SCHEDULE

The below is a list of completed media tours:

TRAVEL DATE(S)	OUTLET	NAMES	MEDIA PARTNER TYPE	STATUS
July 28th	By The Stem / SOMM Foundation	Casleah Herwaldt	Wine Influencer	Complete
August	POSTPONED DUE TO SMOKE	POSTPONED DUE TO SMOKE	POSTPONED DUE TO SMOKE	POSTPONED DUE TO SMOKE
Sept 19th-20th	Winery Reflections	Nathan Marton	Wine Influencer	Complete
Sept 19th-20th	Winery Reflections	Courtney Marton	Wine Influencer	Complete
Sept 19th-20th	Hallie Daily	Hallie Daily (Swanson)	Lifestyle + Travel	Complete
Oct. 13th-14th	Somm TV / Republique Restaurant / Sushi Note	Claire Coppi	Trade/Wine Influencer	Complete
October 23rd & 24th	ABC Television Producer Media	Lindsay Liles	Media / Influencer	Complete
Nov 4th-5th	Santa Monica Observer/ Culver City Observer	Kat Thomas	Travel	Complete
Nov 6th - 7th	SoCal Life Magazine	Janine Goldberg	Journalist	Complete



# COMPLETED MEDIA TOURS

## SANTA BARBARA VINTNERS MEDIA PARTNER SCHEDULE

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TRAVEL DATE(S)	OUTLET	NAMES	MEDIA PARTNER TYPE	STATUS
Feb 20th	Veg Out LA Magazine	Anna Keeve	Journalist	Complete
Feb 26-28th	LA Times / Travel Curator / Elle / Bazaar	Martha McCully	Journalist	Complete
Feb 26th - 28th	LA Magazine	Susan Campos	Journalist	Complete
April 27th - 28th	14 Cannons (LA)	Ms. Lauren Hirsh	Trade	Complete
April 27th - 28th	71 Above Restaurant (LA)	<b>Alissa Bica</b>	Trade	Complete
May 12th - 13th	AOC Restaurant (LA)	<b>JJ Zuczkiewicz</b>	Trade	Complete
May 21st -23rd	Somm TV (LA)	Matt Kaner	Media / Trade	Complete
May 21st -23rd	Wally's Beverly Hills (LA)	Anna <b>Zhikhareva</b>	Trade	Complete



# Mr. Matt Kaner (Complete: 5/21-5/23)



Matt Kaner is a Los Angeles-based wine consultant, host & producer, and overall impactful member of the wine world. Matt toured our wine region with the Santa Barbara Vintners Association - to further learn about the area, taste at different wineries, and further collaborate for future projects and opportunities.

Currently: SOMM TV | Will Travel For Wine Consulting | Sip Shield | Hourglass Gems

Past ventures: Bar Covell | Augustine Wine Bar | Good Measure Restaurant | Dead or Alive Bar | AM/FM Wines | Solovin Wine Club

Achievements: Sommelier of the Year 2013 by Food & Wine Magazine | 40 Under 40 Tastemaker 2019 by Wine Enthusiast

Matt is also signed with SommTV Streaming Network as a Host, Producer, and to help with Business Development.





# Miss Anna Zhikhareva (Complete: 5/21-5/23)



**Anna Zhikhareva** is a professional sommelier with a vast marketing, sales & communications background including film and production experience. She currently holds an MBA in Leadership Management and is a wine consultant for Wally's in Los Angeles and is also a wine broker for both domestic and international wine projects.

Currently: Wally's Beverly Hills / Sommelier & Wine Consultant

Past ventures: Kaas Wine Bar & Restaurant (Michelin Star - Under Christophe Eme of Los Angeles)



Achievements: Certified Sommelier by Court of Master Sommeliers; Certified Specialist of Wine (CWS); WSET 3 Certified..



Tasting Groups:

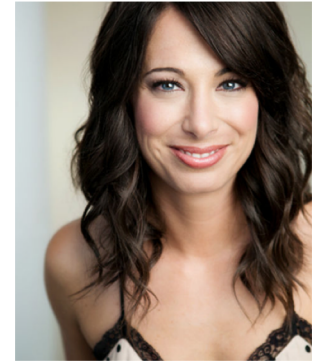
Anna is part of a vast network of Los Angeles sommeliers that meet weekly as well as multiple tasting groups that help shape the current wine education within the great LA area.

Updated: Anna is building out a Santa Barbara Wine Portfolio currently and is actively reaching out to wineries / producers.



# Ms. Alissa Bica (Complete: 4/27-4/28)

Alissa Bica is a Certified Sommelier with 71 Above restaurant in downtown Los Angeles and has written published articles in Wine Enthusiast as well as Spirituality and Health Magazine and more. Alissa has been extremely instrumental in bringing wine education to consumers in the LA market and is part of a larger group of LA sommeliers that focus on promoting wine regions within CA. Alissa also has extensive work in the realm of stand-up comedy and has frequently performed at The Comedy Central Stage. She also writes for the blog "Off The Beaten Wine Path."



### Post Visit Recap:

- Alissa was able to secure wine case placements for 71 Above restaurant from multiple brands
- She has also referred numerous sommeliers from LA restaurants into the region / itineraries built and traveled
- Alissa has also written multiple blog posts about her trip to Santa Barbara which can be read

<https://offthebeatenwinepath.com/2021/05/21/west-of-france-just-north-of-la/>



**T**his catchy phrase describes the wine region of Santa Barbara County. More specifically, to its seven AVAs (American Viticultural Areas) of Santa Rita Hills, Santa Maria, Buellton, Lompoc, Los Olivos, Ballard Canyon, Happy Canyon, and the newest, Alisos Canyon. I had the great pleasure of spending two perfect days there thanks to Santa Barbara Vintner's Association and The Wine Militia, who came up with said catchy phrase.

I cannot stress enough how underrated I feel this region is. This only became clearer over the course of my two day visit. I stayed at the [Landsby Hotel](#) in Solvang, a quaint little Dutch town full of windmills and bakeries. The hotel rooms were modern and spacious, beds were comfortable, and I had a gorgeous bathroom complete with soaking tub and bench in the shower. My only regret is that I didn't get to stay there longer to really take advantage of the space.

Our first wine stop of the day was [Babcock Winery](#). I had the honor of meeting the winemaker, Brian Babcock and soon learned that the vast percentage of his vineyard had been wiped out by Pierce's Disease, a bacteria that kills grapevines. Brian wanted to keep making wine so he has chosen to source grapes from Santa Rita Hill's best vineyard sites. We hopped in his truck to take a look. Let the adventure begin!



# Ms. Lauren Hirsh (Complete: 4/27-28)

## Los Angeles Times

How a group of sommeliers saved this Los Angeles restaurant



A group of sommeliers worked together to save Rustic Kitchen in Mar Vista. From left, Casleah Herwaldt, Lauren Hirsh, Lu Diodovich, Christine Tran, Cristie Norman, JJ Zuczkiewicz, Rachel Macalisang and Kalia Christoforou. (Mariah Tauger / Los Angeles Times)



Lauren Hirsh grew up in wine within the Los Angeles region as her family owned and operated Cielo Winery in Malibu. With roots in the tasting room and making wine, Lauren and her brother set out on a venture to create a wine club for Stonehaus in Westlake Village. Lauren has recently taken on consulting for restaurants and bars within Los Angeles and has opened up her own wine bar called Club 14 in partnership with 14 Cannons Brewery as well as given aid to restaurants in distress during the COVID-19 Pandemic being featured in a recent LA Times article with a group of influential sommeliers doing the hard work in LA.

### Post Visit Recap:

- Lauren was able to order cases from not only Sta Rita Hills producer but also from Santa Maria and Santa Ynez Valley producers from this trip
- Lauren is also putting currently planning on incorporating wines from Santa Barbara into her new wine club programs
- Lauren gave multiple referrals to her tasting group sommeliers who also were mentioned as the influential sommeliers in the LA times article

### BONUS REFERRAL ITINERARY VISIT - JJ Zuczkiewicz

Lauren Hirsh gave a great recommendation for **JJ Zuczkiewicz (Sommelier at AOC / Rustic Kitchen)** to connect with the Wine Militia team in a request for assistance in coming up to SB wine country to visit a handful of wineries and vineyards with the association. She visited 7 wineries, purchased wine, joined wine clubs and now has a dedicated a monthly pilgrimage for here sommelier group to come to SBC. Her next visit will be June 23rd on her own.



# Ms. Martha McCully (Complete: 2/26-2/28)



Martha McCully is a writer, consultant and lifestyle expert covering travel, industry, health, science, home design and wellness. Her work as a writer and TV personality can be seen in WSJ., Travel+Leisure, Vogue, Elle, and The New York Times Styles and on The Huffington Post. She has appeared on Today, Good Morning America, Oprah, The View, CNN, and E.T. Content/Style: Journalist



TRAVEL CURATOR  
WORTH TRAVELING FOR

beautyblitz

IHUFFPOSTI

Martha traveled to Santa Barbara Wine Country to experience more about the region, concepts for upcoming story features in her top publications as mentioned above. In the immediate future, she is finalizing her article in [Travel Curator](#), a luxury, online travel publication. Vintners covered:



FOLDED HILLS  
WINERY · FARMSTEAD · RANCH



STAR LANE  
VINEYARD



PEAKE RANCH



MARGERUM  
WINE COMPANY





# Ms. Martha McCully (Complete: 2/26-2/28)

## TRAVEL CURATOR

WORTH TRAVELING FOR

HOTELS + RESORTS | TRAVEL GUIDES | EAT + DRINK | BEAUTY + WELLNESS | LIFE + STYLE | SUBSCRIBE



One of the greatest things about living in the Los Angeles area according to writer, lifestyle expert, and confessed wine lover Martha McCully is the freedom to hop in the car and head north for two hours to be transported to the land of horse (and camel) ranches, citrus, and endless vineyards in time for dinner. Enjoy her front seat ride to Santa Barbara wine country, which happens to be home to 175 wineries and tasting rooms producing some of the best vino in all of CA. Here are a few of our favorites.

### SANTA BARBARA WINE COUNTRY CRUISING

Santa Barbara County, just two hours from L.A. includes the quintessential California coastal town of Santa Barbara, beloved for its urban tasting rooms, gorgeous weather and Spanish revival architecture as well as Santa Ynez Valley and Santa Maria Valley home to some of CA's best wines, winemakers, and vineyards. It's the sun, fog, and ocean breeze that makes the famed wine regions' conditions perfect for production. A relatively new wine-making region, though you would never guess that from the old-world style of their signature vino. Wine connoisseurs take note: there are seven appellations or AVAs (American Viticultural Area) in Santa Barbara County with the most recent Alisos Canyon AVA federally recognized in 2020.

Martha McCully is a writer, consultant and lifestyle expert covering travel, industry, health, science, home design and wellness. Her work as a writer and TV personality can be seen in WSJ., Travel+Leisure, Vogue, Elle, and



- Featured story on luxury online travel site, Travel Curator
- Included in email newsletter with subscription of 400,000 subscriptions
- Continues to pitch and thought-start stories for other pubs. Will continue to reach out for wine related stories.





# Ms. Susan Campos (Complete: 2/26-2/28)



Susan Campos worked as an anchor/reporter at The Today Show and MSNBC. Before landing at NBC, she worked in a number of local markets including KABC-TV. She is also an award-winning journalist has also worked for CNN, FOX, and ABC News. She now lives in Los Angeles where she writes stories for The New York Times and C Magazine- and most recently the consultant writer for Los Angeles Magazine. She will be traveling into Santa Barbara Wine Country with Martha McCully to learn more about the destination for upcoming stories targeting Los Angeles.

Content/Style: Journalist

Susan Campos media visit is complete. Susan toured the region learning about Santa Barbara County wine country. She will be working on upcoming stories relating to trending topics for Los Angeles Magazine. Vintners covered:



FOLDED HILLS  
WINERY · FARMSTEAD · RANCH



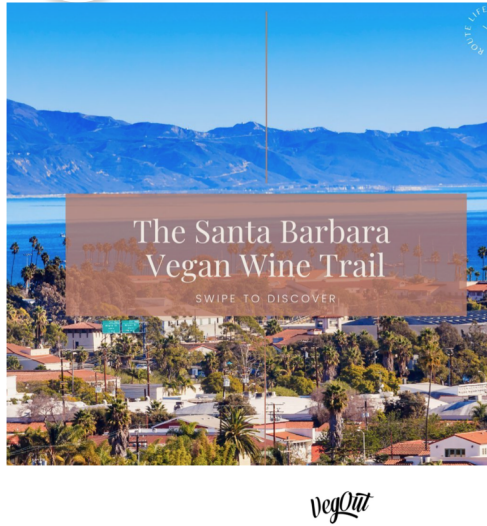
STAR LANE  
VINEYARD



MARGERUM  
WINE COMPANY



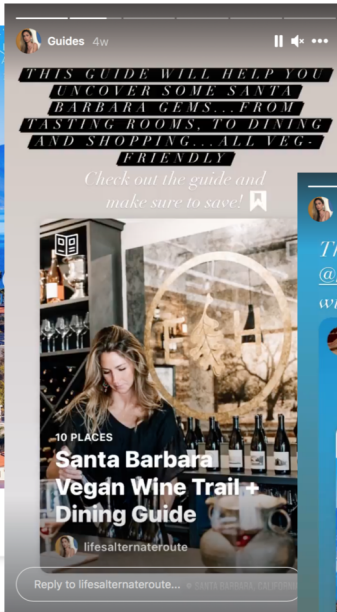
# Anna Keeve (Complete: 2/20 - 2/21)



Feb 20, 2020 Anna Keeve

## Your Vegan Guide to Santa Barbara Restaurant Week

Santa Barbara Restaurant Week has vegan options! Every year when your city's restaurant week rolls around, you might find yourself scouring the website, fingers crossed for some plant-based items on the menus. The good news is, more mainstream restaurants are realizing the importance of catering to the growing demographic of vegans, plant-based foodies and veg-curious. The restaurateurs in Santa Barbara are no exception. For the third annual Santa Barbara Restaurant Week (February 21st- March 6th, 2020), there are a number of plant-forward offerings at some of the best restaurants in town, in addition to participating vegan-friendly wineries and hotels. Now is the perfect time to pop over to Santa Barbara for a taste and sip of its culinary scene.



High engagement on online wine education channels, sommeliers, and foodies as well as consumers. (128K Followers)

Anna Keeve

Anna is a contributing author for a number of publications covering veg-friendly lifestyle, food, culture and travel. She also is the founder of PlantBasedPopUp, a fine-dining pop-up experience that hosts wine and food pairing dinners while also advocating more chefs and restaurants to add dedicated plant-based food items to their menus.

<https://vegoutmag.com/food-and-drink/your-vegan-guide-to-santa-barbara-restaurant-week/>

Content/Style: Los Angeles Food, Lifestyle & Travel Writer



melville

MARGERUM WINE COMPANY



"I love a lot of the wine producers in Santa Barbara County because not only are many of them are considered vegan, they are just good clean wine, not mass produced and commercialized, that you can trust for quality."



# Kat Thomas (Complete: 11/4 - 11/5)



## Kat Thomas

Blogger, Edible Skinny Staff Writer — [Santa Monica Observer](#)  
 California  
 Arts and Entertainment, Food and Dining, Metro Los Angeles, Travel  
As seen in: [Santa Monica Observer](#), [MSN](#), [Glamour](#), [Mumbrella](#), [News & Observer](#), [PR Week](#), [SGIA Journal](#)

page 10 • Observer Newspaper • December 10 - 16, 2020

# Solving the World in Solvang, One Glass of Wine at a Time!

By Kat Thomas  
Edible Skinny

"Travel brings power and love back into your life."  
—Rumi

Some say a vacation isn't defined by the length of the distance you go, but the ability to allow yourself to step into another world. And with Covid severely restricting airplane expeditions, the day-trip adventure has become the way to back travel in 2020. Which is why Edible Skinny delighted in voyaging to the perfect Los Angeles Stand-in for Europe: Solvang, CA. The



The Hamlet Inn

a workstation/productivity area with lots of plugs. The free Wi-Fi was perfect for a traveling

gering finish. As Kelly said, "It's like it's saying 'I'm here' with a lot of pucker; like it's the wink on a semicolon." An opinion that's echoed in the 91 points rating they received in the July 2020 edition of Wine Enthusiast.

Another amazing discovery was their "Cote del Sol" Cabernet. The "Side of the Sun" is Lucas & Lewellen's reserve level-Cabernet crafted from a combination of 92% Cabernet Sauvignon, 8% Syrah. This bottle toys with the aspects of time. The Cabernet grapes are first harvested from the "sunny side" of their Valley View vineyard. Once these grapes are grabbed, Mother Nature puts her time and effort into en-

gering the grapes on the more shaded side of

was to open a restaurant that they themselves would want to frequent. The result was a foodie wet dream built on prices and flavors that speak to the masses.  
Details matter here. The space is tattooed with graffiti of produce on its exterior walls, there's a craft butcher counter filled with house made treats, and multiple dishes unexpectedly involve caviar. Kelly and I started off with one of their "Get In My Belly," aka salads, which consisted of Smoked Pheasant, Basil, and Citrus. This lettuce had the Bliss Point perfection of the richness of a smokey gamey meat and the healthiness of farm to table veggies. One bite and we knew: this is the type of place

**Total Syndication**  
**Total Views Per Month: 750K**  
**Views Per Day: 22K-24K**



Louis Lucas



Michael Lewellen



NEWS...  
SPORTS...  
EVENTS...  
COMMUNITY...

## Kat Thomas

Kat Thomas is a freelance travel writer that has written articles for the Santa Monica Observer, Culver City Observer as well as Glamour Magazine. She has contributed to the arts and theatre journals as well as lifestyle blogging for Edible Skinny and MSN. Kat came to Solvang/Santa Ynez Valley to write a 2 part article series about a day trip concept for those that would like to getaway away from LA and discover a European inspired escape. Her visit included vineyards and winery tasting room visits, as well as the Good Seed Coffee, Hamlet Inn, and Industrial eats.

Part 1 article came out in December 2020

[https://drive.google.com/file/d/1e17s3YrTzYubavOImb0dS8K\\_UL0qI74k/view?usp=sharing](https://drive.google.com/file/d/1e17s3YrTzYubavOImb0dS8K_UL0qI74k/view?usp=sharing)

Content/Style: Los Angeles Travel Writer

Vintners covered:



toccata





## Santa Barbara County Wine Trip

Two Hours North of LA – But A World Away

"West of France ... Just North of LA." might be a tag line, but with more than 275 wineries in Santa Barbara County, it's a description of this vast wine-making mecca. This region is primarily known for its award-winning Pinot Noirs and Chardonnays thanks to its climate and rich soil, but Syrah, Sauvignon Blanc, Cabernet Sauvignon and more are also produced here. The 2004 movie "Sideways," propelled the Santa Barbara area into the renowned winemaking limelight. Within this region are many charming towns, including Santa Ynez and Los Alamos, all where a perfect weekend wine escape can be enjoyed. Additionally, Santa Maria Valley is worth exploring, as is Los Olivos, which has unique shops and is peppered with tasting rooms on every block and around every corner. You'll want to book a room at the Fess Parker Wine Country Inn & Spa so that you don't need to get in your car and drive. Renovated in 2012, this 19-room inn is a Preferred Boutique property. Located adjacent to the hotel, the food at Nello Kitchen and Bar rivals that of top restaurants in Los Angeles.

BY JANINE GOLDBERG

BUBBLES & BREWS



**CAMBRIA ESTATE WINERY**  
LOCATION: SANTA MARIA (off Santa Fe Ave) WWW.CAMBRIAWINES.COM  
The pair of historic Family Winery, Cambria is a family owned and operated, including being a 100% sustainably certified winery. The winery grows and uses only changing dedication to quality, the flavor and personality. It's made like the good boys. The Cambria Winery is a family owned and operated, including being a 100% sustainably certified winery. The winery grows and uses only changing dedication to quality, the flavor and personality. It's made like the good boys. The Cambria Winery is a family owned and operated, including being a 100% sustainably certified winery. The winery grows and uses only changing dedication to quality, the flavor and personality. It's made like the good boys.

BUBBLES & BREWS



**PRESQU'ILE**  
(premiered great K&L)  
LOCATION: IN THE HEART OF SANTA MARIA VALLEY WWW.PRESQUILFINE.COM  
This small, multi-generational family-owned collaboration between exceptional Pinot Noir, Spanish Chardonnay and Sauvignon Blanc wines are sustainably certified. The vineyard is a 100-acre small farmstead, a 100-acre vineyard, and the winery is a 100-acre small farmstead. The vineyard is a 100-acre small farmstead, a 100-acre vineyard, and the winery is a 100-acre small farmstead. The vineyard is a 100-acre small farmstead, a 100-acre vineyard, and the winery is a 100-acre small farmstead.

BUBBLES & BREWS



**BREWER CLIFTON**  
LOCATION: LOS OLIVOS WWW.BREWERCLIFTON.COM  
This place is the heart of the historic family winery. Brewer Clifton was started by an association with a 1,200-year-old tradition. Brewer Clifton was started by an association with a 1,200-year-old tradition. Brewer Clifton was started by an association with a 1,200-year-old tradition. Brewer Clifton was started by an association with a 1,200-year-old tradition.

BUBBLES & BREWS



**CARHARTT**  
LOCATION: LOS OLIVOS WWW.CARHARTTWINERY.COM  
The Carhartt family owned and operated by Mike and Rosalie Carhartt. Mike grew up making coffee and wine and all sorts of things. The Carhartt family owned and operated by Mike and Rosalie Carhartt. Mike grew up making coffee and wine and all sorts of things. The Carhartt family owned and operated by Mike and Rosalie Carhartt. Mike grew up making coffee and wine and all sorts of things.

BUBBLES & BREWS



**EPIPHANY**  
LOCATION: LOS OLIVOS WWW.EPIPHANYWINE.COM  
A place for celebrating life. Epiphany was founded by 11 people. A production team of the best wine brand owners. A place for celebrating life. Epiphany was founded by 11 people. A production team of the best wine brand owners. A place for celebrating life. Epiphany was founded by 11 people. A production team of the best wine brand owners.

And to add the extraordinary value of the region, Santa Barbara County has some equally rare outdoor dining experiences in the country. It's worth a visit to check out the numerous restaurants located in the great wine of the region.



## SOUTHERN CALIFORNIA LIFE MAGAZINE

**Southern California Life magazine prints 25,000 issues quarterly with broad, high exposure across the entire Southland region.**

### DISTRIBUTION INCLUDES:

- Most retail newsstands across Southern California, including Target, Vons, Gelson's, CVS, Whole Foods, Amazon retail stores and more
- Controlled distribution to influencers and affluent consumers
  - All Barnes & Noble Booksellers in the State of California
    - Featured at LAX
  - Upscale spas, hair salons and medical offices
    - A large subscriber base across the U.S.
  - Featured in 300+ luxury hotels in Southern California
- Total **readership** based on repeat exposure ("pass around rule" from distribution in spas, salons, offices and hotels) = **408,000** per issue

Santa Barbara Region featured in Spring (March, April, May) Edition of So Cal Life Magazine for the story "Santa Barbara County Wine Trip" Two Hours North of LA but a World Away.

TOTAL PAGES IN STORY: 6 Pages

Participating association members: Cambria Estate Winery, Presqu'île, Brewer Clifton, Carhartt, Epiphany + Fess Parker Inn

Overall reach and coverage





# Winery Reflections (Complete: 9/19-9/20)

Winery Reflections is run by the husband and wife team of Nathan and Courtney Marton. We're Southern California locals who've developed our love of wine by traveling and tasting at wineries throughout the Golden State and beyond. When we're not on the road we enjoy seeking out and trying bottles from unique local and international producers.

Content/Style: Wine Reviews/Wine Travel | Website: <https://wineryreflections.com/>

## WINERY REFLECTIONS

HOME FEATURE OF THE WEEK WINE REGIONS ACCOMMODATIONS



### OUR REVIEW PROCESS

Our goal as a platform is to taste and review interesting wines crafted by unique wineries across the globe. We're talking stuff that you usually can't just find on any store shelf - stuff that has a heart and soul to where you can really taste the effort and intentionality of the individuals who created it. Sometimes these wines are crafted by tiny producers - other times by larger corporations who chose not to sacrifice quality. When we see a wine created with the intentionality we crave that also exhibits a clear sense of place we jump all over it!



wineryreflections

Message



...

746 posts 20.5k followers 167 following

Winery Reflections®

Reviewing the unique wineries of the world and their remarkable wines  
Based out of Los Angeles, California  
[wineryreflections.com/featureoftheweek/wallulavineyard](https://wineryreflections.com/featureoftheweek/wallulavineyard)

Followed by wine.push, \_winefly\_, mckinneyfamilyvineyards +204 more



WOPN 2020



Santa Rita ...



Santa Bar...



Temecula ...



San Benito



Washington



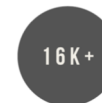
Oregon



UNIQUE WEBSITE  
VIEWS  
LAUNCHED AUG 2018



AVERAGE WEEKLY  
SOCIAL MEDIA  
IMPRESSIONS



AVERAGE WEEKLY  
SOCIAL MEDIA  
REACH

Platform	Handle	Followers
	<a href="https://www.instagram.com/wineryreflections">@wineryreflections</a>	19.8K
	<a href="https://www.facebook.com/wineryreflections">@wineryreflections</a>	374



# Winery Reflections (Complete: 9/19-9/20)

Example Instagram Posts and Comments/Questions from the public:

**toneittheforkup** Yes! We have visited several times with my son in the last 3 months and have had a great and safe time. It feels much safer there then LA. Enjoy!!

**redheadwines** Thanks for the intro, on my list next time out there 🙏  
2w 2 likes Reply

**winesophistication** Stunning! Definitely on my list.

**vinstagrape** Would have loved to visit last time we were in SB. After seeing your stories, it's a must visit next time!

**redheadwines** SBC is a very nice wine growing region with wines that are fairly priced compared to their more famous neighbors further up the coast. I need to visit for a longer period next time I'm there 🍷

**terroir\_matters** Great shot. And wonderful coverage on Stories. 🍷🍷

**redheadwines** On my list to visit next time out. Never heard of them prior 🙌  
2w 1 like Reply



**wineryreflections** • Following  
Refugio Ranch Vineyard

**wineryreflections** Refugio Ranch is undoubtedly one of Santa Barbara County's most picturesque and unique Rhone-focused estates. Located southeast of Solvang in the foothills of the Santa Ynez Mountains, this idyllic ranch contains an incredible patchwork of vineyard blocks that each take advantage of the natural undulating hills of this sprawling 415 acre property. The Refugio Ranch estate sees warm daytime temperatures offset by cool and often foggy nights, which helps it produce deep and powerful wines that manage to retain incredible acidity and freshness.

Liked by **santabarbarawinecountry** and others  
SEPTEMBER 20

Add a comment... Post

**wineryreflections** • Following  
Santa Barbara Wine Country

**wineryreflections** We're absolutely ecstatic to be heading out to Santa Barbara Wine Country this weekend!!! In a normal year we make it a point to visit and share about new wineries at least once a month, but 2020 has thrown COVID, severe fires, and of course a wonderful new baby at us which have all kept us hunkered down home while we focus on ensuring our family's health and safety.

Thankfully things are finally getting a little more under control out there and we've been very happy to learn that wineries throughout Santa Barbara County are taking significant precautions to keep their patrons safe. We're so excited to be able to

Liked by **katywrogers** and others  
SEPTEMBER 18

Add a comment... Post

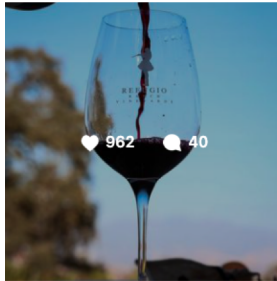
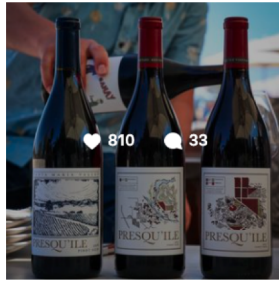
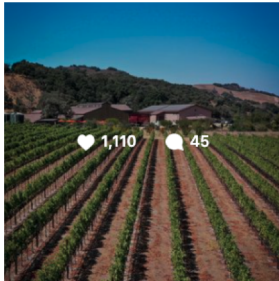
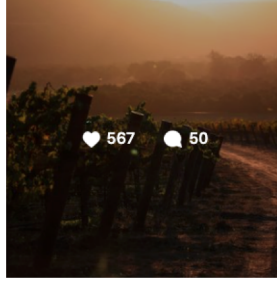
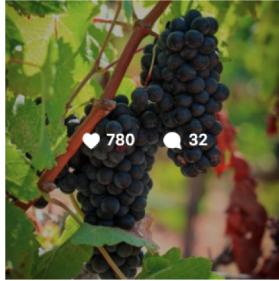
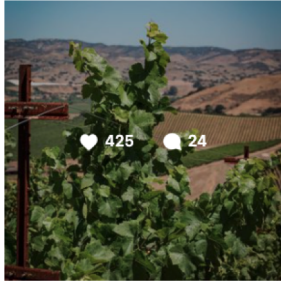




# Winery Reflections (Complete: 9/19-9/20)

Total Instagram posts shared by Winery Reflections of Santa Barbara Wine Country ↓

Instagram



## TOTAL #'S OF EARNED MEDIA COVERAGE

Total # of Likes on post: 4,654

Total # of Comments from the public: 224

Total # of views to blog post: TBD

## Participating association members:



## FEATURED COVERAGE OF SANTA BARBARA WINE COUNTRY:

Instagram Posts: 6 posts

<https://www.instagram.com/p/CFR3k7hn2L4/>

<https://www.instagram.com/p/CFUfdhLnWfv/>

<https://www.instagram.com/p/CFXTIWinAF/>

<https://www.instagram.com/p/CFZmA6snXVI/>

<https://www.instagram.com/p/CFcKAbdHyat/>

[https://www.instagram.com/p/CFev8vTHJ\\_a/](https://www.instagram.com/p/CFev8vTHJ_a/)

<https://www.instagram.com/p/CFrnHZOHqCK/>

Instagram Stories

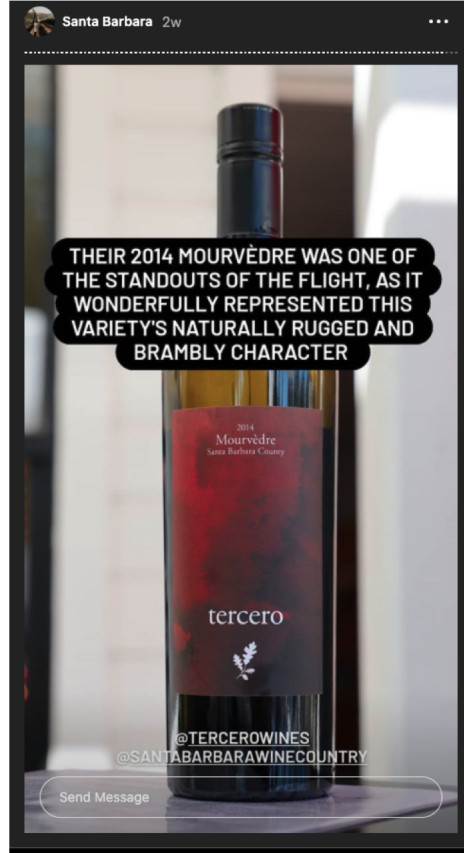
(47 total stories)

<https://www.instagram.com/stories/highlights/17955302776011764/>

Blog post: Upcoming mid October



# Winery Reflections (Complete: 9/19-9/20)



Example Instagram Stories

(47 total stories)

<https://www.instagram.com/stories/highlights/17955302776011764/>



Update 3/18: Winery Reflection continues to promote and highlight vintners from the region far after their media tour has completed!



# Lindsay Liles (Complete: 10/23-10/24)

Instagram

Search



lindsayliles

Message



1,629 posts

23.7k followers

772 following

Lindsay Liles

Supervising Producer/ Mom trying to balance it all! ❤️The Bachelor/Ette/Paradise/ LTYH 📺 Sometimes I write about Travel 🌍

[lindsayliles.com](http://lindsayliles.com)



OR/ WA!



IRELAND



OAHU



POLAR EX...



TWA HOTEL



ICELAND



Halloween

Producer (15 credits)

Hide

**Bachelor in Paradise** (TV Series) (producer - 39 episodes, 2014 - 2017) (supervising producer - 25 episodes, 2018 - 2020)

- Episode #7.1 (2020) ... (supervising producer)
- Episode #6.13 (2019) ... (supervising producer)
- Episode #6.12 (2019) ... (supervising producer)
- Episode #6.11 (2019) ... (supervising producer)
- Episode #6.10 (2019) ... (supervising producer)

Show all 64 episodes

**The Bachelorette** (TV Series) (producer - 38 episodes, 2014 - 2019) (supervisor - 26 episodes, 2018 - 2020)

- Episode #16.1 (2020) ... (supervising producer)
- Season Finale: Part 2 (2019) ... (supervising producer)
- Season Finale: Part 1 (2019) ... (producer) / (supervising producer)
- The Men Tell All (2019) ... (supervising producer)
- Episode #15.10 (2019) ... (supervising producer)

Show all 63 episodes

**The Bachelor Presents: Listen to Your Heart** (TV Series) (supervising producer, 2020) (Supervising Producer - 1 episode, 2020)

- Week 6 -- Finale (2020) ... (supervising producer)
- Week 5 -- Semi-Finals (2020) ... (supervising producer)
- Week 4 (2020) ... (supervising producer)
- Week 3 (2020) ... (supervising producer)
- Week 2 (2020) ... (supervising producer)

Show all 6 episodes

**The Bachelor** (TV Series) (producer - 51 episodes, 2014 - 2017) (supervising producer - 34 episodes, 2017 - 2020) (senior producer - 4 episodes, 2018)

- Season Finale Part 2 (2020) ... (supervising producer)
- Season Finale Part 1 (2020) ... (supervising producer)
- Women Tell All (2020) ... (supervising producer)
- Episode #24.9 (2020) ... (supervising producer)
- Episode #24.8 (2020) ... (supervising producer)

Show all 88 episodes

**The Bachelor Winter Games** (TV Mini-Series) (supervising producer - 5 episodes) 2018

- World Tells All (2018) ... (supervising producer)
- Episode #1.4 (2018) ... (supervising producer)
- Episode #1.3 (2018) ... (supervising producer)
- Episode #1.2 (2018) ... (supervising producer)
- Episode #1.1 (2018) ... (supervising producer - 2017)

**After Paradise** (TV Series) (producer - 11 episodes) 2015-2016

- Nikki Glaser (2016) ... (producer)
- Paul Scheer/Flula Borg (2016) ... (producer)
- Katie Lowes/Adam Shapiro (2016) ... (producer)
- James Gunn (2016) ... (producer)
- Diablo Cody (2016) ... (producer)

Show all 11 episodes

Lindsay Liles is a Supervising Producer for the Bachelorette/Bachelor series. We consider her to be a very influential media partner with an extreme *quality following*. Ranging from top female powerhouses in the film/production industry, including producers, directors, and celebrities, she can connect with her audience through family-travel posting into regions that are a level above typical family destinations. As a wine lover and a wine club member to many wineries, we anticipate Lindsay to drive focus and attention to Santa Barbara Wine Country to key players in Los Angeles.

Content/Style: Wine travel

Platform & Background	Handle	Followers
	<a href="https://www.instagram.com/lindsayliles">@lindsayliles</a>	23.7K followers
	Producer on Bachelorette/ Bachelor Series	



# Claire Coppi (Complete: 10/13 - 10/14)

Instagram

Search



claire\_coppi Follow

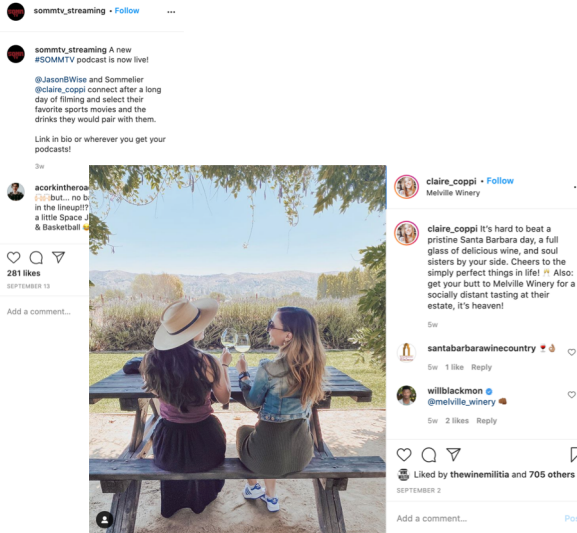
344 posts 13.7k followers 1,341 following

**Claire Coppi**  
Sommelier  
• Open the bottle, life is too short •  
CMS Certified Sommelier • WSET III • Certified Sherry Wine Specialist

Followed by thewinemilitia and mattatouille

Claire Coppi is a sommelier out of Los Angeles. Specifically, working at République and Mirabelle Wine Bar. Claire has reach and influence in the Los Angeles market both within network and online with almost 14,000 followers. From the Santa Barbara Vintners Association standpoint, we are using Claire's reach to 1) drive interests into Santa Barbara for wine-specific interest travelers from LA looking to explore the region 2) drive interest to purchase Santa Barbara wines.

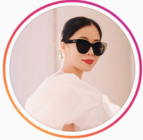
Content/Style: Los Angeles Wine Influencer



Platform & Background	Handle	Followers
	<a href="https://www.instagram.com/claire_coppi">@claire_coppi</a>	14k followers
	Sommelier at République & Sushi Note LA	



# Hallie Daily (Complete: 9/19-9/20) 1 of 4



**halliedaily** Message

4,568 posts 393k followers 754 following

**Hallie Swanson (Hallie Daily)**  
 Vanity Fair 2013 International Best Dressed.  
 📍 Los Angeles 📍  
 Family, Fashion, Beauty, Travel, Lifestyle.  
 📧 halliedaily@gmail.com  
 🌐 www.halliedaily.com/shop-my-instagram

Followed by thewinemillita, sonjarei, dailykongfidence +3 more

POSTS IGTV TAGGED



**Hallie Swanson**  
 @halliedaily · Vanity Fair Best-Dressed · Come visit our blog:  
 www.HallieDaily.com  
 3k followers · 63 following  
 412.4k monthly viewers

Based in Los Angeles, HallieDaily is a colorful lifestyle, travel and fashion blog (bi-lingual) that features everything from outfit ideas, affordable DIY, style tips, and travel and fun collaborations. HallieDaily not only gives her global readers ideas about what to wear everyday, but also shows them where and what to shop for to get the current trends; she also shares the full-time wife and mom's healthy living ideas.

Content/Style: Lifestyle, Travel and Fashion | **Website:**  
<https://www.halliedaily.com/>



ABOUT HALLIE'S STYLE TRAVEL BEAUTY SHOP SHOP MY LOOKS CONTACT US



**ROAD TRIP AFTER PANDEMIC:  
 SANTA BARBARA WINE COUNTRY**

Happy days are here again! We just returned from our first little road trip getaway...

READ MORE







**SUMMER WEEKEND GETAWAY:  
 SANTA BARBARA**

Red Bear attended Boy Scout Camp in the mountains last week, so my husband and...



**HIGH TEA IN LA THE GROVE,  
 DOWNTON ABBEY STYLE**

Last Sunday, I was invited to attend a Grand High Tea "Downton Abbey style" at...

Platform	Handle	Followers
	<a href="https://www.instagram.com/halliedaily">@HallieDaily</a>	393.7k
	<a href="https://www.facebook.com/halliedailyinla">@HallieDailyInLA</a>	517k
	<a href="https://twitter.com/halliedaily">@HallieDaily</a>	24.3k
	<a href="https://www.pinterest.com/halliedaily">@HallieDaily</a>	1.3m



# Hallie Daily (Complete: 9/19-9/20) 2 of 4

**zia.domic** Where'd you go? It looks lovely 🍷💛

2w 1 like Reply

Hide replies

**halliedaily** @zia.domic 🥰🥰🥰

1w Reply

**halliedaily** @zia.domic Just wrote a blog post today! 🍷👀

1w Reply



## ROAD TRIP AFTER PANDEMIC: SANTA BARBARA WINE COUNTRY

Happy days are here again! We just returned from our first little road trip getaway...

READ MORE

**halliedaily** • Following  
Grassini Family Vineyards

**halliedaily** Our home this weekend. 🍷

Our first road trip in 2020, with the @santabarabarawinecountry . This amazing property is by @grassinifamilyvineyards , my son believes magic happens during the night here, and we have to agree . 🌟🌟

2w

**mrs.mats** Wow! Very nice! How's the wine?

2w 2 likes Reply

View replies (2)



Liked by thewinemilitia and 3,278 others  
SEPTEMBER 20

Add a comment  
**goodbadandfab** Beautiful  
2w 3 likes Reply

**charlotte\_collard** What a beautiful view  
2w 3 likes Reply

**mrs.mats** Wow! Very nice! How's the wine?

2w 2 likes Reply

Hide replies

**halliedaily** @mrs.mats They all so GOOD! 🍷Come!!!

2w 1 like Reply

Since the beginning of the pandemic, Hallie Swanson visited the wine country and her family's first road trip. Much like many Angelenos, Hallie slowly beginning to travel again and wanted to stay close to home, but still have an experience outside of Los Angeles. With a mega-following almost 400,000 people on Instagram, it was important that Hallie shared and promoted her experience transparently to entice her following. Posting her experience through Instagram posts and stories, she was able to give a first-hand look at recommendations on the road-tripping to Santa Barbara Wine Country from Los Angeles, places to visit, places to wine taste - all while doing so safely. Hallie received - and continues to receive - comments and questions about her experience. One thing worth mentioning is the sparked interest received from other high-end and celebrity media partners looking to visit wine country.

This specific Instagram post received 3,279 likes + 42 comments like these—driving interest to the blog





# Hallie Daily (Complete: 9/19-9/20) 3 of 4



halliedaily • Following Santa Barbara Wine Country

halliedaily Happy Weekend! 🌞 if you are looking for something to read, or planning a weekend mini road trip getaway , we have a new post in HallieDaily.com, sharing our last road trip experience in Santa Barbara Wine Country. 🍷 #beautifuldestinations #winetasting #roadtrip

1w

caitynchase Love the dress

1w 1 like Reply

— View replies (1)

ilovemme.mink Beautiful! Happy

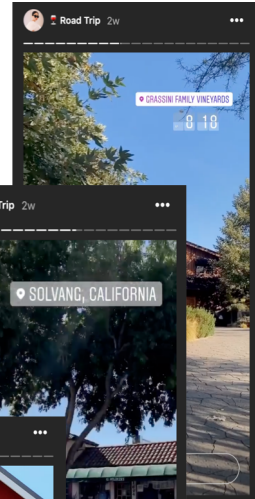
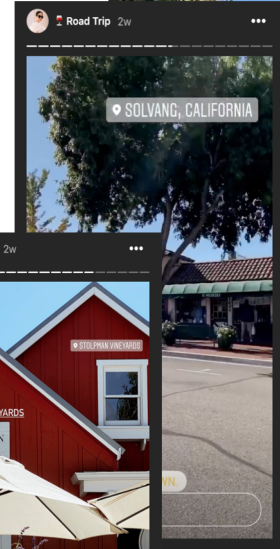
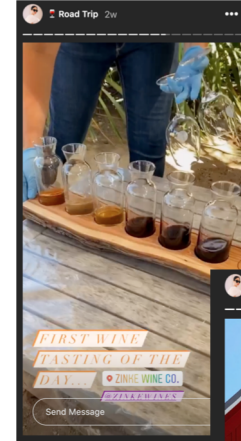
Liked by zinkewines and others

SEPTEMBER 26

Add a comment... Post



Example Instagram stories



During her visit to the wineries and tasting rooms, Hallie shared numerous photos per post - tagging the social media accounts driving exposure directly to their social media accounts.

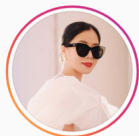




# Hallie Daily (Complete: 9/19-9/20) 4 of 4

Instagram

Search



halliedaily Message

4,568 posts 393k followers 754 following

Hallie Swanson (Hallie Daily)

Vanity Fair 2013 International Best Dressed.

Los Angeles

Family, Fashion, Beauty, Travel, Lifestyle.

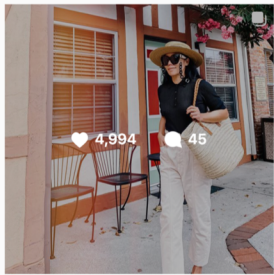
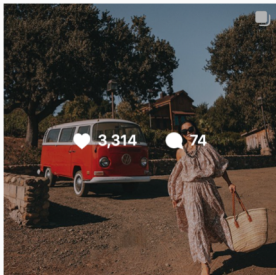
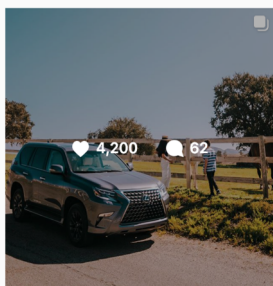
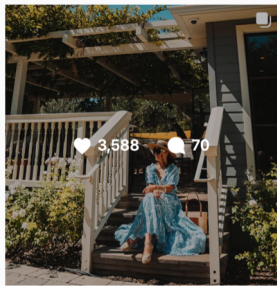
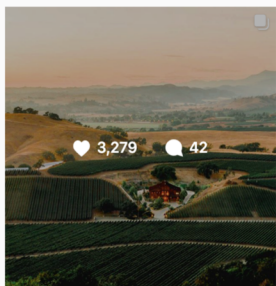
halliedaily@gmail.com

www.halliedaily.com/shop-my-instagram

Followed by thewinemillia, sonjarei, daillykongfidence +3 more

POSTS IGTV TAGGED

Total Instagram posts shared by Hallie Daily of Santa Barbara Wine Country



FEATURED COVERAGE OF SANTA BARBARA WINE COUNTRY:

Blog post 1: <https://www.halliedaily.com/road-trip-in-ca-after-pandemic-santa-barbara-wine-country/>

Blog post 2: <https://www.halliedaily.com/10-safety-road-trip-tips-in-2020/>

Instagram Stories

(12 total stories featuring Los Angeles to Santa Barbara Wine Country- featuring Solvang, Grassini, Zinke Wine Co, Stolpman Vineyards, and Samsara Wine Co.

<https://www.instagram.com/stories/highlights/17871497875916063/>

WEIBO (Chinese Community): TBD - Hallie has over 1 million followers on WEIBO. Updates coming soon.

## TOTAL #'S OF EARNED MEDIA COVERAGE

Total # of Likes on post: 19,345

Total # of Comments from the public: 293

Total # of views to blog post: 5,000

Total # of views on IG Stories: 2,000

Participating association members:







# Casleah Herwaldt (Complete: 7/28) 1 of 4



Casleah Herwaldt is a Certified Sommelier based out of Los Angeles, specifically Hermosa Beach. You can find her on Instagram at @bythestem as well as her blog at [www.bythestem.co](http://www.bythestem.co). Casleah has worked as a floor sommelier for a Michelin star chef and has been mentioned in Huffington Post as “Best Virtual Tastings to Attend During Quarantine”. Casleah currently works as an entrepreneur promoting different wines and wineries as well as providing private virtual tastings to hundreds of clients throughout the country. Casleah’s favorite thing about wine is how it brings people together and is always seeking out new and exciting opportunities in the wine world.

Content/Style: Influencer/Sommelier

Website: <https://www.bythestem.co/>

bythestem Message ✓ ▼ ⋮

542 posts   13.9k followers   3,619 following

Casleah | Certified Sommelier  
 🍷 Grab Life By The Stem! 🍷  
 ❤️ Private Virtual Tastings  
 SoCal Regional Brand Ambassador @pyramidvalleyvineyards @smithandsheth  
 📍 Hermosa Beach, CA  
[linktr.ee/bythestem](https://linktr.ee/bythestem)

Followed by pencevineyards, philip\_carpenter, bud\_belief +40 more

LIVE   SANTA BA...   PUPS   PASO ROB...   BLM   EATS   SOMM

Platform	Handle	Followers
	<a href="https://www.instagram.com/bythestem">@bythestem</a>	13.9K
	<a href="https://www.facebook.com/bythestem">@bythestem</a>	456



# Casleah Herwaldt (Complete: 7/28)- 2 of 4



bythestem • Following  
Santa Ynez, California

@santabarbarawinecountry for such an outstanding day!! Make sure you check out my stories to see everywhere we went! If you are in the Los Angeles area, this is the absolute perfect little escape from the city to wine country! If you are thinking about going up this way, I'm happy to help plan your trip, feel free to reach out! ♥ more details coming soon!

#wine #winecountry #santabarbara #losolivos #santaynezvalley #santamaria #happycanyon #ballardcanyon #winetasting #california #californiadreaming #californiawine #californiawinecountry #vineyard #ootd



Liked by pencevineyards and others

JULY 29

Add a comment...

Post

Post 7/29: Reach:  
3,954, Comments:  
179, Likes: 607

FEATURED COVERAGE OF SANTA BARBARA:  
Instagram Posts (2x)

[https://www.instagram.com/p/CDOw7YNJg\\_W/](https://www.instagram.com/p/CDOw7YNJg_W/)

<https://www.instagram.com/p/CDjV4XnJUaw/>

Instagram Stories

(22 Folded Hills, 14 Pence Vineyards, 12 Carhartt Vineyards)

<https://www.instagram.com/stories/highlights/17939243782214786/>

Blog post: TBD Week of 8/10

TOTAL #'S OF EARNED MEDIA COVERAGE

Total # of Reach from posts: **10,014 Reach**

Total # of Comments from the public: **370 Comments**

Total # of Likes on post: **1,298 Engagements**

Total # of Instagram Story Views: **978 Views**

Total # of views to blog post: **TBD**

Participating association members: Folded Hills, Pence Vineyards, Carhartt Vineyards, and SB Wine Tours





# Casleah Herwaldt (Complete: 7/28)- 3 of 4



**bythestem** • Following  
Folded Hills- Winery Farmstead Ranch

**bythestem** Santa Barbara ❤️❤️ to my Los Angeles followers: did you know that we have luxurious wineries and world class wine only a 1-2 hour drive north?? We are so spoiled! Why are we not there every weekend?? 🥰 there are 6 AVAs (sub AVAs) in Santa Barbara County:

- 🍷 Sta. Rita Hills
- 🍷 Santa Maria Valley
- 🍷 Los Olivos District
- 🍷 Santa Ynez Valley
- 🍷 Ballard Canyon
- 🍷 Happy Canyon

Each having completely different microclimates and terroirs. We find everything from Rhône varieties such as Syrah, Grenache, Cinsault, Roussanne to Burgundy style Chardonnay and Pinot Noir. Have you visited any wineries up here?? 🍷

Liked by **pencevineyards** and others  
13 HOURS AGO

Add a comment... Post

This media partner's visit was to provide real-time experience from the eyes of an actual person - specifically a highly influencer person in the wine community, from Los Angeles. During her time in Santa Barbara, she was able to share her experience on social media at Folded Hills, Pence Vineyards, and Carhartt Vineyard. Casleah was able to drive attention to the involved vintners social media channels - therefore growing their social media channels as well. Numerous followers of Casleah's 13,000 followers commented that they would like to visit Santa Barbara Wine Country. Upon further research, the majority of these people are Los Angeles residents, interested in wine, and have expressed they have never been to Santa Barbara.

## Example comments on post:

- delicious\_journey\_** How great! I've been thinking of going to the wineries in SB, I'll reach out. Thanks for offering with recos ❤️ 🙏
  - terriersandterroir** I can't wait to get to Santa Barbara someday 🥰 🍷
  - glow.and.vino** Yes!!! I love Santa Barbara wineries 🍷 planning to visit @pencevineyards next week! ❤️ Cheers!
  - callmekristenmarie** I need to visit someday!
  - corksunleashed** It's my go to spot when I want to get out of LA! 🥰 🍷
  - cawinefangirl** I really want to explore Santa Barbara!
- 13h 1 like Reply

Post 7/29: Reach: 6,060, Comments: 191, Likes: 691



# Casleah Herwaldt (Complete: 7/28)- 4 of 4

## Instagram Stories Highlights

(22 Posts: Folded Hills, 14 Posts: Pence Vineyards, 12 Posts: Carhartt Vineyards)- 987 Total Views

<https://www.instagram.com/stories/highlights/17939243782214786/>

