



Santa Barbara Wine Country Facts

West of France, Just North of Southern California

WHAT: Scenic Santa Barbara County, located on the central coast of California, has long been revered for producing an incredible array of high-quality wines and last fall, was named “Wine Region of the Year” by Wine Enthusiast magazine. The valleys have a transverse orientation – meaning they run an unusual east-west rather than north-south – which allows the ocean air to flow deeply inland, creating a patchwork of micro-climates and terrains that are unique and ideal to produce premium wine. The range of climates from the cool coastal areas in the Santa Maria Valley and Sta. Rita Hills to the warmer inland Santa Ynez Valley, results in seven unique AVAs and over 70 different grape varieties, a diversity unparalleled in any other region in the world. The true key to this region’s ability to deliver world-class wines will always be the people who work the soil and make the wine.

BY THE

NUMBERS:

- 275 wineries
- 7 AVAs
- 15,750 harvested acres
- Average yield per acre is 3.36 tons
- 70 different wine grape varieties grown
- 14 wines not sold in Napa or most other California wine regions
- Grows grape varieties that can be found in France, Italy, Spain, Germany, and Austria
- 69 miles long, 45 miles wide - can be driven from one end to another in one hour
- 25 female winemakers; more than any other wine region in California
- \$109,756,174 Economic Value of wine grapes harvested (2021)
- \$1.7 billion Economic Impact of wine annually (2021)
- 9,158 full-time equivalent jobs (2021)

WHO:

The Santa Barbara Vintners is a non-profit 501(c)6 trade organization association founded in 1983 to protect 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 and extensive industry-associated members. The association produces festivals; educational seminars and tastings; provides information to consumers, trade, and media; and advocates for the Santa Barbara County wine and grape industry. <https://sbcountywines.com/>