



## **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. In 2021, Santa Barbara County won Wine Enthusiast magazine's prestigious Region-of-the-Year Wine Star Award, bringing international attention to the unique region. The valleys have a transverse orientation – meaning they run an rare 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 ideal for producing premium wine. The climate ranges from the cool coastal areas in the Santa Maria Valley and Sta. Rita Hills, to the warmer inland areas of the eastern Santa Ynez Valley. The 44 miles stretch from the sea results in seven unique AVAs and over 70 different grape varieties, a diversity unparalleled in any other region in the world. Of course, the keystone to this region's world-class wines will always be the talented people who work the soil and make the wine.

### **BY THE**

- NUMBERS:**
- 325 wineries. 425 labels
  - 7 AVAs
  - 11,168 harvested acres
  - Average yield per acre is 4.39 tons
  - 75 different wine grape varieties grown
  - Grows grape varieties that can be found in France, Italy, Spain, Germany, and Austria
  - 69 miles long, 45 miles wide
  - Higher percentage of women winemakers than most regions in the world
  - \$98,562,000 Economic Value of wine grapes harvested (2023)
  - \$1.7 billion Economic Impact of wine industry annually (2022)
  - 10,202 full-time equivalent jobs (2022)

**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. <https://sbcountywines.com/>