



The Santa Barbara Vintners is a nonprofit trade association founded in 1983 to promote and protect the Santa Barbara County wine industry.

Known for its stunning landscape and incredible diversity of wines, Santa Barbara Wine Country has joined the ranks of Sonoma and Napa as one of the top grape-growing and wine-producing regions in California.

The region has two significant mountain ranges that run East-to-West instead of the typical North-to-South. This unusual orientation creates a rare transverse valley, which opens to the Pacific, allowing the cool ocean air and dense fog to roll deep into the valley. At 44 miles long, this is the longest transverse valley from Alaska to Chile.

With the temperature increasing one degree for every mile away from the ocean, multiple micro-climates are formed. Each night, the fog settles onto the vines creating misty mornings until the sun shines mid-day, burning off the fog. The temperature can range from 60 degrees by the shore to 100 degrees at the inland end of the valley, while an individual vineyard commonly sees over 50 degree diurnal swings.

As a result of this unusual geography, seven distinct American Viticultural Areas (AVA) have been designated in Santa Barbara County, growing as many varieties of winegrape as the entire country of France. The cool climates near the ocean foster Burgundian wines, while the Rhone varieties grow mid-valley, and finally, Bordeaux wines flourish in the inland heat. This incredible range of wines spawned the region's slogan: *West of France, just North of Los Angeles*.

With more than fifty years growing winegrapes, the region gained recognition when it won the coveted Wine Star award from Wine Enthusiast Magazine for Region of the Year in 2021. Winning over such worthy regions as Provence, France and Marlborough, New Zealand, the award brought international attention to the region.

With over \$110 million dollars in retail sales every year, the wine industry of Santa Barbara County has a \$1.7 billion dollar impact on the local economy, and directly supports more than 10,000 jobs (2022 Economic Impact Study, Wine Institute). The industry grew almost 50% (48.83%) in sales in the past five years, making it one of the fastest growing wine regions in California (SBC Sales Tax Data, 2018-2022).

Wine is the most valuable agricultural product produced in Santa Barbara County.

Facts And Figures **Santa Barbara County**

Wine Industry

Number of wineries/tasting rooms in Santa Barbara County (SBC):	265+
Number of American Viticultural Areas (AVA) in SBC:	7
1. Santa Maria Valley	
2. Santa Ynez Valley	
3. Sta. Rita Hills	
4. Ballard Canyon	
5. Los Olivos District	
6. Happy Canyon of Santa Barbara	
7. Alisos Canyon	
Number of wine grape varieties grown in SBC:	75+
Bearing acres of wine grapes grown (2025 SBC Crop Report):	10,649
Economic value of wine grapes harvested (2025 SBC Crop Report):	\$87,793,000
Retail Sales of Wine (2024 SBC Sales Tax Data):	\$110,000,000+
Annual Economic impact (2022 Wine Institute):	\$1,700,000,000
Full-time equivalent jobs (2022 Wine Institute):	10,202
Top wine grape varieties planted (2025 SBC Crop Report):	
	<u>Acres</u>
Chardonnay:	3,200
Pinot Noir:	2,898
Sauvignon Blanc:	878
Syrah:	835
Cabernet Sauvignon:	499
Grenache:	265
Pinot Grigio:	200
Merlot:	97
Cabernet Franc:	83
Mourvèdre:	61
Sangiovese:	52
Petit Sirah:	50
Misc. Whites:	826
Misc. Reds:	705

Sources:

[2025 Santa Barbara County Crop Report](#)

[2022 Economic Impact Report on Wine – Wine Institute of CA](#)