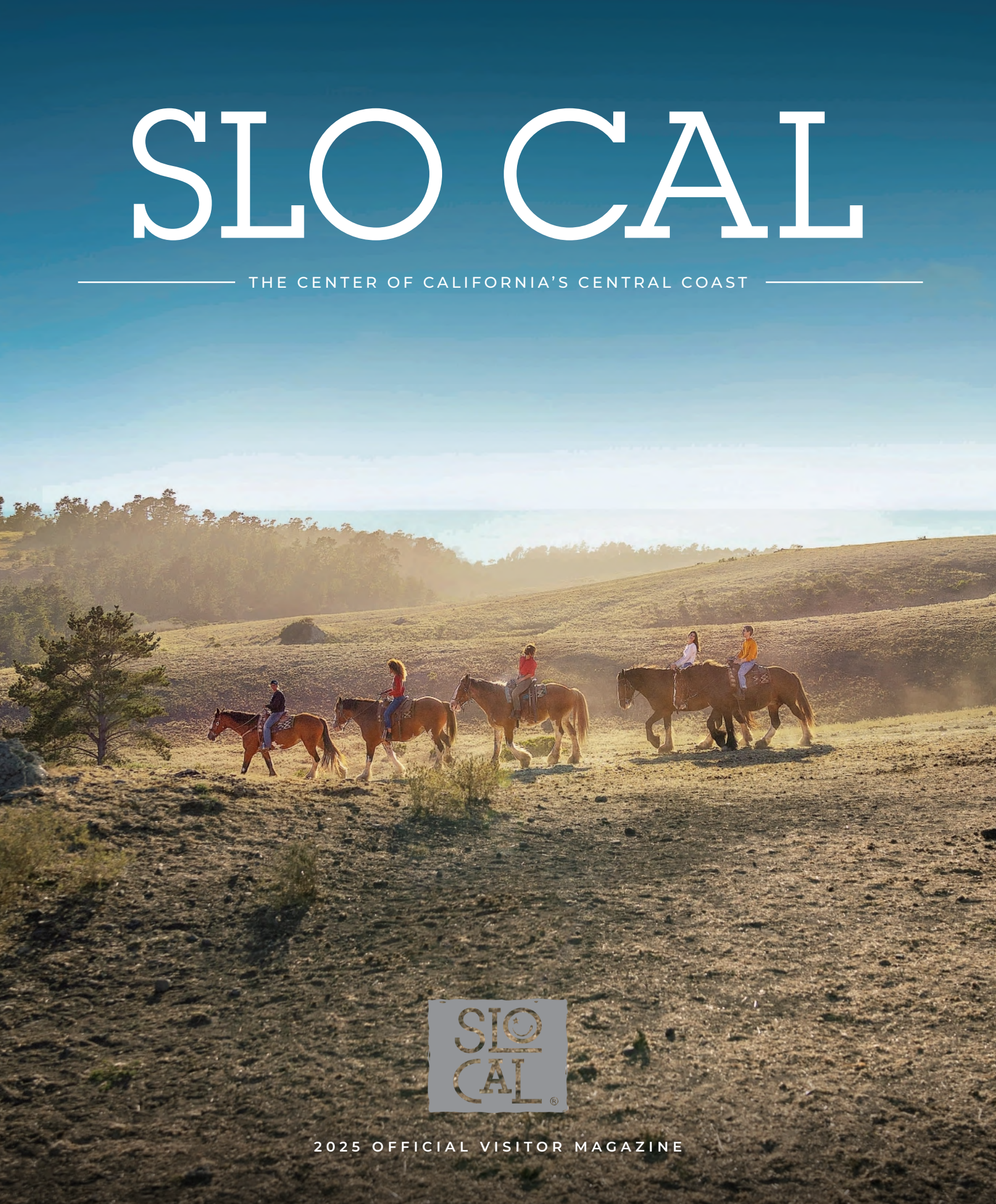


# SLO CAL

THE CENTER OF CALIFORNIA'S CENTRAL COAST



2025 OFFICIAL VISITOR MAGAZINE






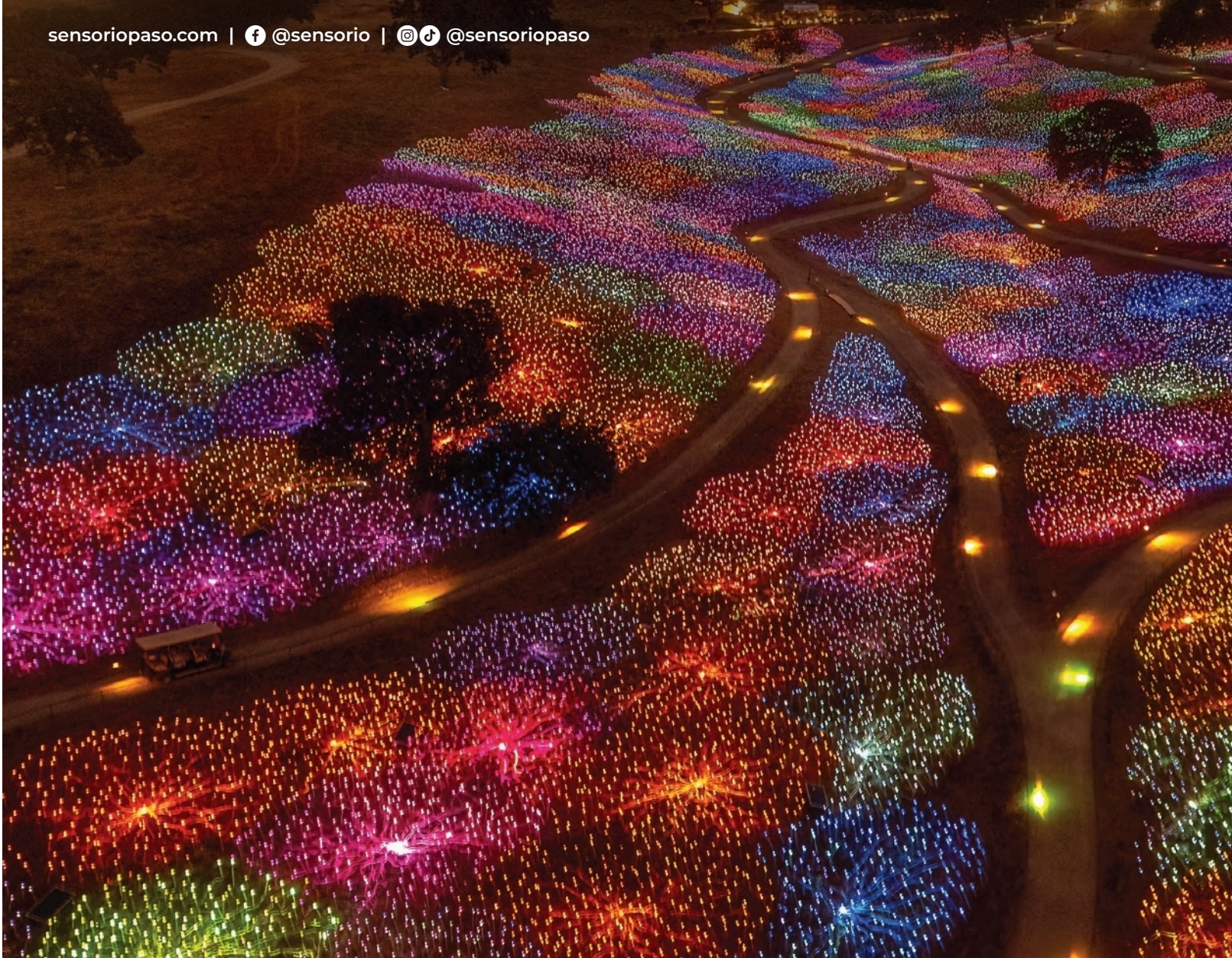
PASO ROBLES

# Sensorio

When the sun sets in the hills of Paso Robles, the lights come alive at Sensorio—home to more than 100,000 glowing bulbs in the mesmerizing Field of Light exhibit. As one of California's largest immersive art experiences, Sensorio also features four additional exhibits, each blending art, technology and nature into an unforgettable journey. And with the addition of new exhibits, there's always something to discover.

Explore colorful pathways, bioluminescent flowers and a jewel-tone fantasyland as you sip and saunter through this dreamscape of art, music and culinary delights. Perfect for families, couples and groups, the venue offers a unique blend of stunning displays, live music and an array of local wine, beer and spirits. Sensorio is open year-round and is an exceptional setting for private and corporate events. Come and make your memories glow as you experience all that Sensorio has to offer.

[sensoriopaso.com](http://sensoriopaso.com) |  [@sensorio](https://www.facebook.com/sensorio) |   [@sensoriopaso](https://www.instagram.com/sensoriopaso)







WELCOME

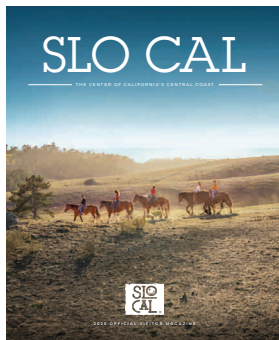






# LIFE'S TOO BEAUTIFUL TO RUSH

## 2025



COVER IMAGE:  
Covell Ranch in Cambria

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Visit SLO CAL and Wanderlust Content Studio have made every effort to ensure the accuracy of information presented in the guide, but assume no responsibility for errors, changes, or omissions.







SAN LUIS OBISPO

# Hotel San Luis Obispo

Hotel San Luis Obispo is a Michelin One Key boutique luxury hotel in the heart of downtown San Luis Obispo. Its central location provides guests with easy access to the vibrant local scene, which includes nearby attractions, shops and restaurants. Accommodations showcase a modern, playful aesthetic. Bright, spacious guest rooms and suites feature modern amenities, chic furnishings and private patios. Leisure amenities include a 24-hour fitness center and a 50-foot garden terrace swimming pool and Jacuzzi with poolside service. Surrounded by the inland hills and the California coast, Hotel San Luis Obispo offers a unique blend of natural beauty and accessibility, making it the ideal starting point for travelers to the Central Coast.

[hotel-slo.com](http://hotel-slo.com) | [f](#) [@](#) [@thehotelslo](#)







CAMBRIA

# Cambria Pines Lodge

At the enchanting Cambria Pines Lodge, immerse yourself in lush gardens and charming accommodations, take a dip in the heated swimming pool, listen to live music in the Fireside Lounge or savor a delicious meal at the on-site restaurant. From the lodge, enjoy a peaceful walk to one of two **Cambria Nursery** locations before shopping for a variety of plants, garden and home decor and unique gifts. And during the holidays, the annual **Cambria Christmas Market** features more than 3 million twinkling lights, artisan vendors, Santa visits, train rides, cozy firepits, live music and so much more.

[cambriapineslodge.com](http://cambriapineslodge.com) | [cambrianursery.com](http://cambrianursery.com) | [cambriachristmasmarket.com](http://cambriachristmasmarket.com)





Relax, unwind and enjoy the coastal views.

Book it!  
FIND PLACES  
TO STAY ON  
PAGE 109.

# Welcome to SLO CAL

**P**repare to be swept off your feet! Imagine beachfront resorts that'll make you feel like a VIP, trendy downtown hotels steps away from the action and cozy wine country hideaways—all within easy reach of the breathtaking Highway 1 coastline. Whether you're a wine enthusiast craving star-bright chardonnay, a wellness seeker delighted by daily farmers markets or an adventurer looking to explore the trails, SLO CAL (San Luis Obispo County) has it all.

Witness stunning sunsets and the captivating migration of butterflies. Groove to live music and take in thrilling rodeos. Explore antique shops and boutique stores. Savor the flavors of Michelin-recognized restaurants, craft breweries and distilleries. And let's not forget our crowning jewel—the magnificent seaside Hearst Castle.

All of that said, the true treasure of SLO CAL is our wonderful people. We're a friendly and welcoming community, known for our laid-back vibe and occasional hint of quirkiness. We're passionate about protecting our natural surroundings, and we can't wait to share our incredible destination with you.

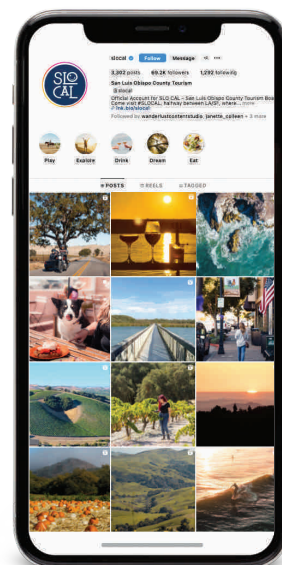
Inside this guide, you'll learn about our diverse and charming towns and find inspiration on where to eat, play and sleep. As you craft your dream getaway, we encourage you to leave room for spontaneity, to embrace serendipitous moments and to slow down to savor every precious minute.

We're thrilled to have you here!

—Cathy Cartier and the Visit SLO CAL Team

## Connect With Us!

Follow us on your preferred social media channels to stay up to date on what's happening and new, from special events and restaurant openings to wine tours and outdoor adventures.



Follow us [@slocal](#) and tag [#SLOCAL](#) so we can see and share your snaps.

Learn more about what to see, sip and experience at [SLOCAL.com](#).



Sign Up for the  
SLO CAL E-newsletter

Subscribe to the SLO CAL e-newsletter to receive insider travel tips and stay in the know.





*Dig in!*  
SEE PAGE 40  
FOR INFO ON  
THE SLO CAL  
FOOD SCENE.



Luna Red in San Luis Obispo



# A Look Inside the **Guide**

- P. 5 WELCOME**  
Slow down and enjoy our community
- P. 14 REGION GUIDE**  
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- P. 31 SUSTAINABLE TRAVEL TIPS**  
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Day trip itinerary inspiration
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Savor one of California's most exciting wine regions
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- P. 102 CALENDAR OF EVENTS**
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SLO CAL sets the stage for dreamy destination weddings
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Accommodations to suit your style, from vacation rentals and boutique inns to spa resorts



## FEATURED

### Women in Wine

Meet three women making a mark in the world of wine. **PAGE 66**



## FEATURED

### The Swell Life

Make the most of SLO CAL's epic outdoor playground on land and at sea. **PAGE 77**



## FEATURED

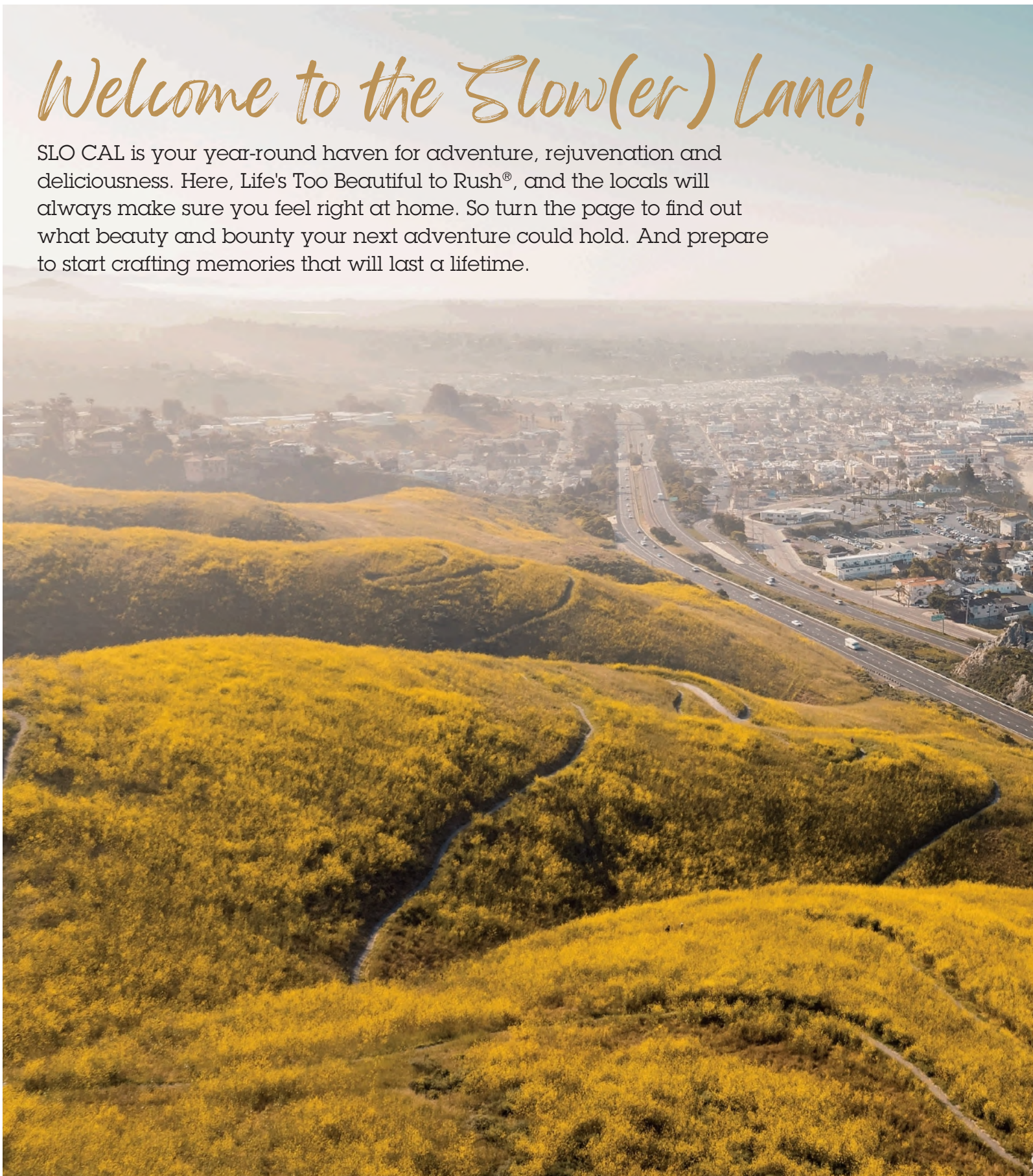
### SLO CAL Crafted

A spotlight on makers that bring the creative spirit of SLO CAL to life. **PAGE 92**



# Welcome to the Slow(er) Lane!

SLO CAL is your year-round haven for adventure, rejuvenation and deliciousness. Here, Life's Too Beautiful to Rush®, and the locals will always make sure you feel right at home. So turn the page to find out what beauty and bounty your next adventure could hold. And prepare to start crafting memories that will last a lifetime.





Pismo Beach sits right along the Pacific Coast Highway.

WELCOME





AVILA BEACH, PASO ROBLES & PISMO BEACH

# Peregrine Boutique Hotels

During your visit to SLO CAL, stay at one of six beautiful resorts. **Vespera Resort on Pismo Beach** is your perfect beachfront getaway. Enjoy stylish rooms, direct boardwalk access and a casual coastal vibe. Located steps from the sand, it offers the best of California beach culture. Explore downtown Pismo Beach and nearby Edna Valley, or indulge in upscale, beach house-inspired amenities. **Avila Lighthouse Suites** offers all-suite oceanfront luxury steps from the beach, while **Pismo Lighthouse Suites'** seaside accommodations have the most spacious suites in Pismo Beach. At **Shore Cliff Hotel**, your perfect view awaits at this cliffside oasis with amenities like the largest heated oceanfront pool in Pismo Beach, beach access and e-bikes. Inland, **Paso Robles Inn** offers a modern garden retreat with newly renovated rooms, on-site dining and versatile event venues. And adventure awaits at downtown Paso's **The Piccolo**, a 24-room, wine-country boutique hotel featuring the city's only rooftop bar.

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



Vespera Resort on Pismo Beach



Avila Lighthouse Suites



Paso Robles Inn



The Piccolo







PASO ROBLES

# Opolo Winery

Join the excitement as Opolo Vineyards celebrates 25 years of winemaking at its Paso Robles family estate. In the beautiful coastal mountains of the Willow Creek District, enjoy tasting flights, food pairings, tours and stunning vineyard views. Make it an overnight getaway and stay at the **Inn at Opolo**.

Come taste zinfandels, cabernet sauvignons, and Rhône varieties, as well as aromatic whites and other wines from the estate vineyards. Dive deeper with the Estate Tour and Tasting, which takes you into the heart of the vineyard. Or, book a casual seated tasting on the spacious shaded patio, where you can also indulge in a delicious food menu.

And calling all spirits enthusiasts! Savor craft whiskeys, liqueurs and brandies—many of which are distilled from estate-grown grapes and orchard fruits—from the on-site **Willow Creek Distillery**. Make it your perfect day at Opolo.

[opolo.com](http://opolo.com) |  [@opolowines](https://www.instagram.com/opolowines)







WELCOME



FROM VINEYARDS TO OCEAN VIEWS

# Discover SLO CAL

The center of California's Central Coast, SLO CAL is home to a vibrant patchwork of inviting beach communities, cheerful small towns, award-winning wine country and bountiful agricultural lands.

SOUTH COAST P17 • NORTH COAST P21 • INLAND SLO CAL P24





*North Coast  
beach towns*  
SEE PAGE 20  
FOR MORE





RAGGED POINT

PIEDRAS BLANCAS LIGHT STATION

SAN SIMEON

CAMBRIA

HEARST CASTLE

LAKE NACIMIENTO

SAN MIGUEL

MISSION SAN MIGUEL ARCÁNGEL

CHAPEL HILL

PASO ROBLES

SHANDON

HARMONY

CAYUCOS

TEMPLETON

HISTORIC CITY HALL  
SUNKEN GARDENS

ATASCADERO

CRESTON

MORRO BAY

MORRO ROCK

SAN LUIS OBISPO

SANTA MARGARITA

SANTA MARGARITA LAKE

MONTAÑA DE ORO STATE PARK

LOS OSOS BAYWOOD

MISSION SAN LUIS OBISPO DE TOLOSA

POZO

LOS PADRES NATIONAL FOREST

AVILA BEACH

AMTRAK AIRPORT

EDNA VALLEY

ARROYO GRANDE



SAN FRANCISCO

SLO CAL

LOS ANGELES

PISMO BEACH

MONARCH BUTTERFLY GROVE

GROVER BEACH

OCEANO

PISMO PIER

OCEANO DUNES

NIPOMO







Pismo Beach

## REGION GUIDE

# South Coast

Salt-of-the-earth beach towns, coastal golf greens, bucolic vineyards and more

## Arroyo Grande

Visit farm stands and wineries and dine at award-winning restaurants. Stroll the village lined with independent boutiques, antique stores, cafés and tasting rooms. Cross the iconic swinging bridge and spot wild roosters.

## Oceano & Grover Beach

Experience the vast **Oceano Dunes** complex—the only beach in the state where you can drive on the sand. Stop by the historic train depot and relish in the laid-back vibes of family-friendly Grover Beach.

## Pismo & Shell Beach

Explore **Pismo Preserve's** 11 miles of hiking, biking and horseback riding trails, taking in sweeping coastal vistas. Wander along **Pismo Pier**, watch surfers catch waves, savor legendary clam chowder and catch the sunset in Shell Beach.



## Edna Valley

SIP IN BUCOLIC WINE COUNTRY

The Edna Valley wine growing region is known for its standout cool climate chardonnay and pinot noir vintages. Cruise along scenic rural roads through vineyards, taste at picturesque wineries and see the historic Old Edna Townsite founded in the 1840s.



## Avila Beach

MAKE A SPLASH

Nestled in a protected cove, Avila is a gem of a beach town with a promenade, two public piers, aquarium, hot springs, hiking and biking trails and more.





**NIPOMO:** This small southernmost town is known for open spaces, a trio of golf courses and the **DANA Adobe & Cultural Center**. Foodies in the know flock to **Jocko's** and **Rancho Nipomo BBQ** for grilled fare.



PISMO BEACH

# Experience Pismo Beach

Experience the charm of Pismo Beach, where the golden coast meets endless adventures. Nestled on SLO CAL's coast and halfway between San Francisco and Los Angeles, Pismo Beach is the ultimate road-trip destination. Enjoy stunning ocean views, amazing beachfront resorts, pet-friendly hotels, eclectic shops, dozens of wineries, beautiful beaches and a variety of outdoor activities and local events. From surfing and hiking to wine tasting and beachcombing, there's something for everyone. Plus, save on your stay when you book through the exclusive lodging specials page. Discover why Pismo Beach is the perfect spot for your next getaway!

[experiencepismo beach.com](http://experiencepismo beach.com) |  [visit pismo beach](#) |    [@pismo beachca](#)











Harmony



The surf is  
always up in  
SLO CAL  
SEE PAGE 79

Ragged Point Coastline  
along Highway 1



Seaside dining in Morro Bay



the scoop

Locally made Harmony Valley Creamery.



## Harmony

SMALL BUT MIGHTY

The tiniest town in SLO CAL (population: 18!), Harmony is big on flavor. Sip wines at **Harmony Cellars**, refresh your palate with an ice cream and admire hand-crafted pottery and glassware.

DISCOVER

### REGION GUIDE

# North Coast

Classic California coastal towns along a scenic stretch of the PCH

## Morro Bay

Dine on fresh catch at the working harbor, cast a line or paddle around among the marine life. Admire stately **Morro Rock**, splash in the surf and walk along the vast, long stretch of white sands. And browse the cute local shops downtown.

## Cambria

Gallery hop in the village known for its bohemian, artsy spirit. Treat yourself to a spa day and nourish your mind and body with organic cuisine. Stroll **Moonstone Beach** and dig into local seafood as you watch the sunset. **Cambria Christmas Market** is a winter must-do!!

## Ragged Point & San Simeon

The northernmost reaches of the coast deliver epic vistas along wide-open expanses of Highway 1. Experience the grandeur of **Hearst Castle**, witness the elephant seals and stop to shop at nostalgic **Sebastian's General Store**.



## Cayucos

A SWEET SPOT FOR SURF, SAND AND SHOPPING

This fun, funky beach town boasts a broad beach, long pier and old-timey main drag dotted with antique stores, surf shops and art galleries. Follow your nose to local favorite **Brown Butter Cookie Co.**

**LOS OSOS-BAYWOOD PARK:** Anchored by **Montaña de Oro State Park**, Los Osos-Baywood Park is an oasis of natural serenity. Go tidepooling, kayak in the estuary and walk through the **Elfin Forest**.







MORRO BAY

## Visit Morro Bay

Fun fact: Sea, sun and salt are great for the soul! Morro Bay is your place to enjoy the simple, soulful things in life. Savor impossibly fresh, caught-that-morning oysters. Chat with friendly locals, sharing stories and laughs like old friends. Watch kites dance and dip in the salty breeze. Doze off to the lullaby of ocean tides.

Whether you're kicking back on the beach, enjoying fresh seafood or hiking up to a scenic lookout, every moment here is pure coastal magic. Find what fills your soul and come get salty in Morro Bay.

[morrobay.org](http://morrobay.org)

[f](#) [@](#) [@morrobayca](#)

[d](#) [@](#) [@visitmorrobay](#)







SAN LUIS OBISPO

# Visit San Luis Obispo

Find your hub for SLO CAL adventure in San Luis Obispo, where small-town California meets big-time charm. Slow your stroll in nine unique neighborhoods full of art, shops, eateries and so much more. Head downtown to the center of it all and explore Michelin-recognized restaurants, historic landmarks and the famous Downtown SLO Farmers' Market. Most of all, do whatever it takes to have your best day, every day—even if it means staying another day (or three). After all, there's a whole lot of wholeheartedness to discover in San Luis Obispo. Let this be your home base while you experience it all.

visitslo.com |   visit san luis obispo |  @shareslo



REGION GUIDE

# Inland SLO CAL

Agricultural bounty, wine lands and character-rich towns  
beckon foodies and families

## Atascadero

Known as A-Town to locals, Atascadero is experiencing an exciting renaissance as younger makers and entrepreneurs make their marks. Sample farm-fresh fare, stroll the historic downtown and admire the vibrant street art and 1918 landmark City Hall.

## Templeton

This farming community is a must-stop for food and wine aficionados with more than a dozen wine tasting rooms (including **Epoch Estate Wines**), an olive oil farm and a charming historic Main Street.

## Paso Robles

Paso Robles' walkable town center offers gourmet cuisine, wine tasting rooms, boutique hotels and enticing shops. In addition to wine trails in the surrounding countryside, **Tin City** is a culinary destination on the outskirts of town; it's home to craft brewers, boutique wineries and a Michelin-starred eatery. After the sun goes down, **Sensorio Paso Robles'** light installations shine brightly.

## Santa Margarita

Santa Margarita is the gateway to SLO CAL's rural northern interior region. Zip-line and horseback ride at **Santa Margarita Ranch**

and hike through the **Carrizo Plain National Monument**. Kayak and camp by **Santa Margarita Lake** and sip world-class wines among the vines.

## San Miguel

From historic **Mission San Miguel Arcángel** and the **Pleasant Valley Wine Trail** to fruit orchards and family farms, San Miguel serves up authentic, down-home hospitality.

## San Luis Obispo

SLO CAL's namesake city buzzes with youthful energy, creativity and culture. Downtown San Luis Obispo is the walkable heart of the county's most populous city, which is also home to **Cal Poly**. Packed with culinary hot spots, well-curated shops, craft breweries, urban wine tasting rooms and boutique hotels, it's a destination in its own right. When in the City of San Luis Obispo, don't miss icons like the historic **Mission San Luis Obispo de Tolosa** and quirky photo op stops like **Bubblegum Alley**. **SLO Public Market** at Bonetti Ranch is for browsing **SLO General Store** and grazing among the artisan cheeses, burgers, tacos, ice cream and more local purveyors. The city is surrounded by popular hiking trails so nature is always within easy reach, too.



**RANCH LANDS:** Wine, rodeo and rolling hills link the rural communities of Creston, Shandon and Cholame—the latter is home to the **James Dean Memorial Junction** at Highway 46.



Downtown  
San Luis Obispo



Charles Padon Zoo, Atascadero



Paso Robles wine country



Mission San Miguel Arcángel



Carrizo Plain



Templeton



## After Dark

NIGHTLIFE, FROM MILD TO WILD

See a movie at San Luis Obispo's solar-powered vintage cinema, **Palm Theatre**. Catch a jazz show at **LIBRETTO** in Paso Robles. Pair brews with tunes at **Wild Fields Brewhouse** in Atascadero..



## Farmers Market

A MUST-DO SAN LUIS OBISPO TRADITION

It doesn't get more quintessentially SLO CAL than the Thursday evening Downtown Farmers Market featuring live music, artisan vendors, gourmet food and the freshest produce.





ARROYO GRANDE

# City of Arroyo Grande

Slow down in the town where time stands still. Stroll boutiques and antique shops in the preserved Victorian Village, where roosters have been known to wander the sidewalks. Sample farm-fresh fare, world-class wines and Michelin-recognized cuisine. Hike through ancient oaks, take in rolling vineyards or explore classic California surf spots still unburdened by crowds. Most of all, indulge in the warm and welcoming atmosphere—not to mention, the perfect Central Coast weather! Spending time in Arroyo Grande is time well spent.

[arroyogrande.org](http://arroyogrande.org) | [f @visitagca](https://www.facebook.com/visitagca) | [@visitarroyogrande](https://www.instagram.com/visitarroyogrande) | [@visitarroyograndeca](https://www.tiktok.com/@visitarroyograndeca)





ATASCADERO

# Visit Atascadero

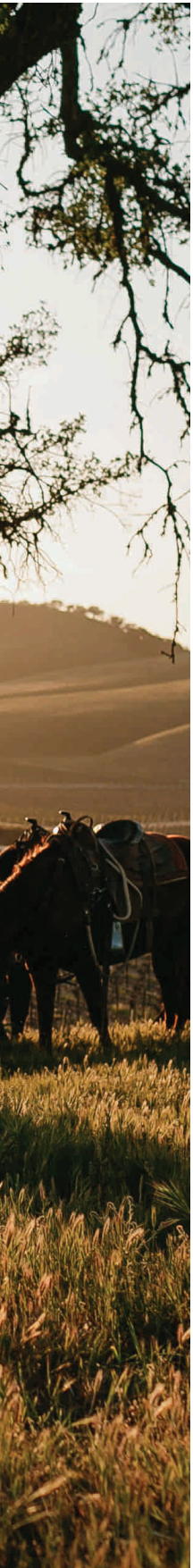
A-town (as the locals say) is unlike its fellow SLO CAL neighbors. Sure, there's hiking trails, craft beer and wine, and it's only 25 minutes from the beach, but what you'll find here is an unmatched authenticity from a community that's rooted in genuine hospitality—just ask the furry friends at the Charles Paddock Zoo! Atascadero knows how to wine and dine in style, and sparks joy in the simple things—not to mention the open-container laws. So grab your picnic blanket, come on down and go all in on Atascadero.

visitatascadero.com | [f](#) [@](#) @visitatascadero









PASO ROBLES

# Travel Paso

Sip and savor real California. As one of California's premier wine regions, Paso Robles boasts nearly 300 wineries, an exploding restaurant scene and unique entertainment and event experiences, all within minutes of its historic downtown. Even with all the international accolades for its wines and restaurants—including Michelin stars for Six Test Kitchen and The Restaurant at JUSTIN—this rustic-chic city has held on to its authentic small-town charm. Falling somewhere between cowboy country and Central Coast surf scene, the area offers visitors an opportunity to experience a new world of wine country, with a multitude of adventures and signature local flavors.

Here, wine becomes an elevated experience and goes well beyond the tasting room. Get a new perspective on wine country with e-bike tours through the vineyards, or saddle up for a horseback ride over rolling hilltops, stopping for a picturesque picnic and a wine tasting. Take a road trip to discover everything from barrel room concerts and a jazz club presenting a Grammy award-winning lineup to luxurious lodging properties and breathtaking art exhibits like the lights at Sensorio. Whatever your style or taste, there's a wine and a once-in-a-lifetime experience waiting for you in Paso Robles wine country.

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

[f](#) [@](#) [v](#) [p](#) [@travelpaso](#)

DISCOVER





## Getting Here

FIND YOUR WAY TO SLO CAL

### By Air

**San Luis Obispo County Regional Airport** offers nonstop connections to Dallas, Denver, Las Vegas (seasonal), Los Angeles, Phoenix, Portland, San Di-

ego, San Francisco and Seattle. **ACI Jet** offers private charter service to Oceano, San Luis Obispo and Paso Robles.

### By Rail

**Amtrak's Pacific Surfliner** stops at the Grover Beach and City of San Luis Obispo stations daily and the *Coast Starlight* stops in the City of San Luis Obispo and Paso Robles.

### By Car

Located midway between Los Angeles and San Francisco, SLO CAL is accessible via US-101, Route 1 and I-5 (via CA-41, CA-46 or CA-166).



SAN LUIS OBISPO

## SLO County Airport (SBP)

Serving California's Central Coast, SBP is conveniently located and offers a range of domestic flights, as well as general aviation and corporate facilities.

sloairport.com | @sloairport  
f in slo county airport

GROVER BEACH

## Visit Grover Beach

This hip little city by the sea is known for its vibrant restaurant scene, award-winning breweries, expansive beaches and the warm, adventurous spirit of its residents. Perfectly situated on Highway 1, Grover Beach is close to everything outdoors—surfing, bonfires and camping—and just minutes away from wineries, hiking trails and lakes.

visitgroverbeach.com

f visit grover beach | @visitgroverbeach





*shop small*

Support local makers and indie retailers.  
page 94



Find Mical Skincare in Cayucos.

ECO-FRIENDLY

# Sustainably SLO CAL

Tread gently, travel responsibly and give back

## SUSTAINABLE

## Travel Tips

Visitors can pitch in to help build a more sustainable future by making responsible choices while traveling around SLO CAL.

- 1 Take Amtrak for an adventure in San Luis Obispo or Paso Robles.
- 2 Bring your own reusable water canteens.
- 3 Tread gently when enjoying the beaches and trails.
- 4 Dine at restaurants that support local farmers.
- 5 Drink local—try locally roasted coffee, craft brews, wines, spirits and elixirs.
- 6 Follow the Sustainable Wine Trail.
- 7 Tour the SLO County Farm Trail created by FARMstead ED.
- 8 Shop small and support independent local retailers.
- 9 Participate in the Highway 1 Road Trip Stewardship Travel for Good program.
- 10 Make the choice to walk or bike when possible.

*cruise control*

Go car-free and explore by bike **page 85**.



**Sustainability and preservation** are a big part of the SLO CAL lifestyle. Here, living well means taking care of our natural resources and being kind to ourselves and each other.

Business owners, civic leaders and residents alike are committed to sustainable practices. And Visit SLO CAL partnered with the World Travel & Tourism Council to further support our communities as they strive to protect the environment, eco-systems and cultural

resources to ensure a brighter future for all.

Visitors can easily tap into the region's green movement when exploring, be it reducing your carbon footprint and disposing of waste properly or supporting regenerative agriculture and green-minded businesses. For example, the wine industry is a major driver of sustainability, with 20 percent of the region's 250 wineries certified sustainable, organic and/or biodynamic.

Every hotel stay in the City of San

Luis Obispo helps plant trees through the **Keys For Trees** initiative with Eco-SLO. In Paso Robles, stays at **Geneseo Inn** and **Just Inn** support a local homeless organization, ECHO, through **Kind Traveler**. Be it patronizing hotels that donate to local nonprofits or supporting green wineries and locavore-friendly restaurants, your travel expenditures can make a positive, meaningful impact that goes far beyond the business transaction.

Cruise along the coast on an e-bike.





# HOW TO *Day Trip* IN SLO CAL

One big playground with dozens of destinations, the unique beauty of SLO CAL is the diversity of places and experiences you can easily fit into one day of leisurely exploring. Use these sample day trip itineraries to mix and match your next SLO CAL adventure.



*The coast  
is always  
near in  
SLO CAL*

Hop from beach town to beach town.



## Outside Bound

GET YOUR FRESH AIR FIX

**Total driving time:**

1 hour 20 minutes

**Distance:** 48 mi/77 km

**More info:** See page 77

- Grab coffees at **Deltina Coffee Roasters** in Oceano and then get an adrenaline rush on a guided tour of the Oceano Dunes Preserve with **Pacific Adventure Tours/Xtreme Hummer Adventures**.

- Cruise up to Baywood Park and get lunch provisions at **High Street Deli**. Head to **Montaña de Oro State Park** for a picnic. Park at Spooner's Cove; hike the Bluff Trail south and explore the tide pools of Corallina Cove.

- Carry on north to **Cayucos** to relax on the beach, walk the pier and end the day with dinner at **Schooners**.

## Town Hop

SHOP SMALL AND SOAK UP LOCAL CULTURE

**Total driving time:**

55 minutes

**Distance:** 37 mi/59 km

**More info:** See page 90

- Start the day at **Village Cafe** and walk around **Arroyo Grande's** village.

- Stop at the **Halcyon Farms** stand en route to **Pismo Beach**. Stroll the pier and **Pismo Beach Promenade**.

- Drive north to the City of San Luis Obispo. Tour the mission, breeze through the **San Luis Obispo Museum of Art** and break for lunch at **Luna Red** while shop hopping.

- Continue north to Downtown **Atascadero** and take a self-guided tour of the **Equality Mural Project**. Wrap up the day with dinner and drinks at **Barley & Boar**.



Pismo Beach Promenade

## Find Local Flavors

FOR THE FOOD AND WINE LOVERS

**Total driving time:**

1 hour 10 minutes

**Distance:** 56 mi/90 km

**More info:** See page 61

- Have a hearty breakfast at **The Mayor's Place** in **Nipomo** to prep for wine tasting.

- Book the sparkling flight tasting at **Laetitia Vineyard & Winery**, located right off US-101 in **Arroyo Grande**.

- Head inland to the **Edna Valley**, stopping to pick up picnic fare at **The Gourmet Deli**. Enjoy a wine tasting at **Biddle Ranch Vineyard** or another winery.

- Continue north to **Tin City**. Sample wines from up-and-coming boutique producers like

**Aaron Wines**. Shop for artisan pasta at **Etto Pastificio** and try locally made cheese and olive oil.

- End the day in downtown **Paso Robles**. Walk the town square and treat yourselves to dinner at Michelin-endorsed **Les Petites Canailles** or **The Hatch**.

## Wellness Rx

GROUND, RESET AND REVIVE

**Total driving time:**

1 hour 10 minutes

**Distance:** 56 mi/90 km

**More info:** See page 86

- Take a sunrise hike on the **Sycamore Crest Trail** in **Avila Beach**. Bliss out with a spa treatment and soak at **Sycamore Mineral Springs Resort & Spa**.

- Travel up the coast to **Cambria** for a nourish-

ing lunch at **Brydge**. Peruse the galleries, boutiques and wellness shops in Cambria's village.

- Detour to **Moonstone Beach** en route to **Hearst Ranch Winery** in San Simeon. After tasting, hit **Seaside Foods at Sebastian's**. End the day as a guest of the **Ragged Point Inn**, where you can watch the sunset from a spectacular clifftop vantage.



Deltina Coffee Roasters in Oceano











SANTA MARGARITA

# Ancient Peaks Winery



Enjoy distinctive wines, delicious dining and high adventure with Ancient Peaks Winery and Margarita Adventures.

Ancient Peaks specializes in cabernet sauvignon, chardonnay, sauvignon blanc, zinfandel and other wines from its estate, Margarita Vineyard. The winery is owned by three longtime local wine growing and ranching families who are passionate about providing what they call “early-California rancho hospitality.”

The Ancient Peaks Tasting Room and Café is where you can experience curated tasting flights or pair exclusive estate-grown selections with a casual seasonal lunch menu. Make new friends at the tasting bar, settle into an indoor bistro table or soak up the sun on the outdoor patio.

Ancient Peaks and Margarita Adventures also invite you to explore the vineyard with their acclaimed zip line tours, nature tours, escape rooms and horseback riding amid the stunning beauty of the historic Santa Margarita Ranch. There’s a reason why Margarita Adventures is known as SLO CAL’s ultimate playground!

[ancientpeaks.com](http://ancientpeaks.com)  
[margarita-adventures.com](http://margarita-adventures.com)

  @ancientpeaks  
  @margaritaadventures  
  @smrv\_weddings



PASO ROBLES

# CASS Winery

Dive into Paso Robles wine country and experience the approachable luxury and signature vibe of 145-acre, family-owned CASS Winery.







For more than 20 years, the winery's world-class Rhône and Bordeaux estate varieties have honored the nuance and sophistication of old-world winemaking while showcasing the California Certified Sustainable vineyard's terroir.

Taste your way through an array of 27 boutique wines and savor a beautiful lunch with vineyard views at CASS Café, which offers a full menu celebrating Paso Robles' agriculturally rich region.

Guests are encouraged to explore the vineyard and enjoy the robust activity and excursion offerings of Camp CASS. Thrill seekers delight in sidecar tours, horseback rides and archery, while others deepen their love for wine and food with sommelier and cooking classes.

The CASS vineyard is further complemented by the Geneseo Inn, a modern bed-and-breakfast made of shipping crates. Perched above the vines, Geneseo combines the natural beauty of the landscape with the sleek, modern aesthetic of California architecture for the ultimate wine-country retreat. Coupled with its state-of-the-art barrel room, CASS has become a mecca for wine-country weddings, corporate retreats, special events and fine dining.

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

-  @casswinery
-  @cass\_winery
-   @geneseoinn
-   @casswineryweddings













PASO ROBLES

# Etto Pastificio

Etto Pastificio is a pasta factory and marketplace in Tin City in Paso Robles. After living in Italy, founder Brian Terrizzi was obsessed with bringing his love of great pasta home and set out to create America's finest craft pasta.

Founded in 2018, Etto's pasta is made with 100% certified-organic durum semolina flour from American grain and pure water. It's crafted using artisanal Italian methods and equipment such as bronze dies and slow drying at low temperatures to best preserve flavor and nutritional value—it's also vegan. Stop into the market to bring home fresh and dried pasta as well as local and Italian ingredients. Or, try the pasta at the newly opened **Etto Pasta Bar** restaurant.

The community-oriented business also makes pasta not only for some of the county's finest restaurants but also many of the local school districts. Through the Pasta for the People program, Etto has donated tens of thousands of meals to help fight local food insecurity.

Etto sprung from the Italian grape-focused winery **Giornata**, which is located a stone's throw from the marketplace and restaurant. With minimal intervention in the cellar, Giornata's wines are pure and balanced to best express the grape varieties and terroir. From red to white and even orange, Giornata wines pair perfectly with Italian food. Experience la dolce vita with Etto and Giornata.

[ettopastificio.com](http://ettopastificio.com)  
[ettopastabar.net](http://ettopastabar.net)  
[giornatawines.com](http://giornatawines.com)

📍 @ettopastificio  
 📍 @ettopastabar  
 📍 @giornatawines





# SLO CAL

Savor

Immerse yourself in the vibrant, hyperlocal flavors of SLO CAL. An abundance of agricultural and marine riches fuels the singular regional dining scene with premium, fresh seasonal ingredients. Skilled winemakers, brewers and distillers craft exquisite wines, beers and spirits, while gourmet artisans bring small production olive oils, cheeses, chocolates and more deliciousness to the table.

**A** strong spirit of collaboration drives the greater SLO CAL culinary community. From winemakers, brewers and coffee roasters to farmers, fishermen and chefs, it's a people-powered creative space united by a passion for place.

"People come from all walks of life, and more than other cities, there's so much collaboration here versus competition," said Michelle Barrera, founder of At Her Table SLO and creator of @enjayslo.

Welcoming restaurants run the gamut from neighborhood barbecue and burger joints to globally inspired eateries and Michelin-starred fine dining. Chefs proudly showcase hyperlocal ingredients paired with local libations.

Agriculture has long been the backbone of SLO CAL's economy, with some family

farms and ranching operations dating back several generations and one of the West's leading ag-centric universities, Cal Poly, training future agricultural entrepreneurs.

Fertile soils nourish commercial fruit orchards, vegetable fields and flower farms. Cattle graze on regenerative ranches and sheep are part of biodynamic vineyard management systems. On the coast, two working harbors support a thriving seafood industry that gives chefs access to freshly caught and harvested seafood.

"There's an intimacy between people and earth here," expressed Neeta Mittal, co-founder of LXV Wine. "We are so lucky to be on the Central Coast where the culinary scene is so dynamic. It's evolving. It's bold. It's unbound."

CATCH OF THE DAY P42 • FARMERS MARKETS P44 • MICHELIN STARS P46





*Michelin-  
Approved  
Menus*  
SEE PAGE 46

Shrimp and grits at  
The Hatch in Paso Robles



# Catch of the Day

From fish and chips to fine dining, seafood lovers can cast a wide net

**Ada's Fish House**

*Pismo Beach*

**Order up:** Lobster Roll

**Cracked Crab**

*Pismo Beach*

**Order up:** Crab Cakes

**Fish Gaucho**

*Paso Robles*

**Order up:** Ceviche

**The Galley Seafood Grill & Bar**

*Morro Bay*

**Order up:** Calamari

**Mistura**

*San Luis Obispo*

**Order up:** Seared Ahi

**Pismo Fish & Chips**

*Pismo Beach*

**Order up:** Fish & Chips

**The Quarterdeck Seafood Bar & Grill**

*Arroyo Grande*

**Order up:** Chowder

**Sea Chest Oyster Bar**

*Cambria*

**Order up:** Steamers

**Tognazzini's**

**Dockside Too**

*Morro Bay*

**Order up:** Fish Tacos





# Pacific Gold

Morro Bay Oyster Co. founder Neal Maloney has thoughtfully grown his business anchored in the nutrient-rich waters of Morro Bay.

The sustainable aquaculture farm harvests premium oysters coveted by consumers and chefs across California and the U.S.

**S**LO CAL is home to one of California's leading oyster farms, Morro Bay Oyster Co., established in 2008. Just four years after graduating college and learning about oyster farming under the tutelage of his former mentor at Tomales Bay Oyster Company, marine biologist Neal Maloney purchased the 134-acre production farm and has been growing the operation ever since.



Maloney started selling directly to Central Coast restaurants and as his reputation grew, began shipping to chefs farther afield. Today, Morro Bay Oyster Co. distributes more than one million oysters across the country every year—that number is set to grow with the upcoming expansion of their mariculture footprint.

The “merroir” of the bay plays a huge role in the quality and character of the in-demand oysters. “Every 28 hours, our bay turns over its entire volume,” Maloney explained. “We have a steep drop off with a continental shelf right off the coast and it gets windy. That brings deep nutrient-rich water up to the shore with the turning tides and



that volume turnover brings all those nutrients into our bay.” A large freshwater aquifer feeds the creek that flows across the farm, also benefiting the oysters. “That fresh water is what translates to sweet on your palate.”

Not only are oysters highly nutritious, the bivalves are one of the most sustainable seafoods in the food chain. An adult oyster filters roughly 50 gallons of seawater daily, and their reefs protect sensitive habitats. So it's only natural that sustainability is paramount to the company's operation. They invest in

reusable plastic mesh bags that last decades. “The mesh creates an artificial reef, so while they're deployed in the water a host of other organisms are using those bags as well,” Maloney said.

In addition to creating a safe habitat for sea life on the mudflats, the oysters are filtering out sediment, resulting in clearer water that allows marine plants like eelgrass to grow and thrive. “As we grow our farm and expand, it's exciting to see that we're also able to do that in a low impactful way to allow for nature to coexist.”



Lido Restaurant & Lounge

## On the Half Shell

TRY MORRO BAY OYSTER CO. OYSTERS AT THESE LOCAL ESTABLISHMENTS

- **Lido Restaurant & Lounge** Pismo Beach
- **Marisol** Shell Beach
- **Sinor-LaValle Wines** Avila Beach
- **Goshi** San Luis Obispo
- **Ox + Anchor** San Luis Obispo
- **Windows on the Water** Morro Bay





## The Weekly Market Schedule

LOCALLY GROWN PRODUCE IS ALWAYS WITHIN REACH IN SLO CAL

### MONDAY

**Baywood Los Osos**  
Santa Maria Street  
between 2nd and 3rd  
streets, 2-4:30 p.m.

### TUESDAY

**Paso Robles**  
11th Street and Spring  
Street, 9-11:30 a.m.

**San Luis Obispo**  
224 Tank Farm Road,  
2:30-5:30 p.m. (5 p.m.  
close in winter)

### WEDNESDAY

**Arroyo Grande**  
1464 East Grand  
Avenue (Smart & Final  
parking lot),  
8:30-11:30 a.m.

**Atascadero**  
Atascadero Sunken  
Gardens, 3-6 p.m.

### THURSDAY

**Morro Bay**  
2650 Main Street  
(Spencer's Fresh  
Market parking lot),  
2-4:30 p.m.

### Downtown San Luis Obispo

Higuera Street  
between Osos Street  
and Chorro Street,  
6-9 p.m. (8:30 p.m.  
close in winter)

### FRIDAY

**Cambria**  
1000 Main Street,  
2:30-5:30 p.m.

**Avila Beach**  
(March-September)  
Avila Promenade,  
4-8 p.m.

### Cayucos

(June-August)  
Ocean Avenue and  
D Street,  
10 a.m.-12:30 p.m.

### SATURDAY

**San Luis Obispo**  
325 Madonna Road  
(World Market/  
Embassy Suites  
parking lot),  
8-10:45 a.m.

### Arroyo Grande

Olohan Alley in  
the Village,  
12-2:30 p.m.

### Morro Bay

Main Street and  
Morro Bay Boulevard,  
2:30-5:30 p.m.

### Paso Robles

11th Street and  
Spring Street,  
9 a.m.-1 p.m.

### Templeton

6th Street City Park,  
9 a.m.-12:30 p.m.

CULINARY GUIDE

# Farmers Market Street Party

Meet the growers and celebrate sustainable agriculture at SLO CAL's favorite night out

Every Thursday from 6 to 9 p.m., SLO CAL residents and visitors congregate on Higuera Street in downtown San Luis Obispo for the Thursday night farmers market. Stretching five blocks from Osos Street to Chorro Street, the market features more than 100 vendors selling fresh produce, arts and crafts and baked goods. Food vendors cook up delicious bites, turning dinner into a grazing affair. Live music and entertainment add to the lively, convivial ambience under the twinkling street lights.







## Farm Stand Hop

PERUSE PRODUCE RIGHT WHERE IT'S GROWN

### Avocado Shack

2190 Main Street, Morro Bay  
Avocados as well as several SLO CAL Crafted products including coffee and beef

### Beelieve Honey

1214 Santa Ysabel Avenue,  
Los Osos

Stocked with locally harvested honeys and gourmet goods

### California Honey Lavender Farm

6380 Hawk Ridge Place,  
San Miguel

Bee museum, honey, lavender and more

### Gopher Glen Apple Farm

2899 See Canyon Road,  
San Luis Obispo

65+ apple varieties, baked goods, produce and ciders

### Hambly Lavender Farm

1390 Grana Place, San Miguel  
Estate-grown, all natural, hand-made lavender products

### Hayashi Fruit Stand

2876 Cienaga Street, Oceano  
Family farm established in 1942

### Rodeo Farms Gardens

2039 Huasna Road,  
Arroyo Grande

Known for strawberries; u-pick options are available in season.

Chef Rachel Haggstrom



## CULINARY GUIDE

# Chef Spotlight: Rachel Haggstrom

The accomplished chef helped lead The Restaurant at JUSTIN to a Michelin Star

**What makes SLO CAL such an exciting place to showcase your creativity as a chef?** SLO CAL offers access to the finest ingredients, whether they're grown, farmed or crafted locally. This abundance of fresh, high-quality produce and products fuels culinary creativity and truly reflects the essence of the region.

**How would you describe the unique culinary experience at your restaurant?** The Restaurant at JUSTIN embodies the true spirit of farm-to-table dining, far beyond the cliché. Guests dine amid the very vineyards producing the wines they enjoy, and savor dishes crafted from ingredients grown right on the JUSTIN Estate farmstead. The team excels at delivering an exquisite, memorable experience, combining exceptional food and wine without any pretense.

**What does earning the Michelin Green Star mean to you?** [It is] a greatly appreciated acknowledgment of the team's dedication to sustainability. It validates the extra effort and innovation invested in making the environment more sustainable. These actions are not only a financial commitment but also require significant dedication and integrity from the entire team. It's incredibly encouraging to see our commitment to sustainability recognized on such a prestigious platform.

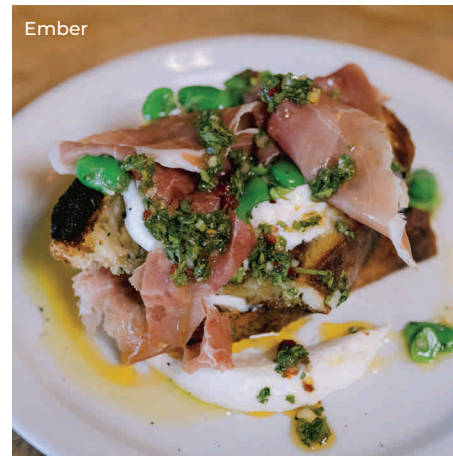




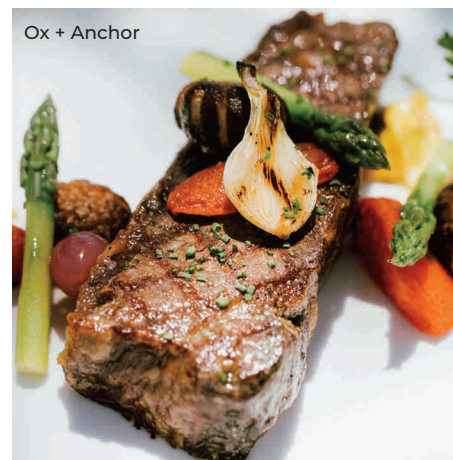
Les Petites Canailles



Ember



Ox + Anchor



CULINARY GUIDE

# Michelin Guide Approved

Standout dining recognized by the California Michelin guide



## Hike & Feast

A long-held tradition started by Cal Poly students, completing the **Tri-Tip Challenge** entails summiting three local peaks in one day and savoring a tri-tip sandwich reward at the end—best procured at **Firestone Grill**, **Mo's BBQ** or **The Rib Line**.

Plan ahead to secure reservations at **Six Test Kitchen** in Templeton and **The Restaurant at JUSTIN** in Paso Robles—both have been awarded One Michelin Star and promise to deliver outstanding dining experiences. Michelin also gave its stamp of approval to **Ember**

**Restaurant** in Arroyo Grande, **Nate's on Marsh** and **Ox + Anchor** in San Luis Obispo and **The Hatch** and **Les Petites Canailles** in Paso Robles. You can't go wrong putting any and all of these establishments on your short list when making SLO CAL dining plans!



## Fungi Fun

Paso Robles-based **Mighty Cap Mushrooms** grows artisanal mushrooms beloved by professional and home chefs alike. Find them at the Paso Robles Farmers Market Saturdays or book a tour by appointment to go behind the scenes.





PHOTOS COURTESY OF BRITTANY APP



SAN LUIS OBISPO COUNTY

## FARMstead ED | SLO Co Farm Trail

Tour, taste, learn! Savor local agriculture at family farms and ranches, and meet the purveyors along the SLO County Farm Trail. Deepen your SLO CAL adventure while learning about the sustainable practices and craft used by local farmers and makers right at the source. FARMstead ED connects you to local farms offering tours, animal meet and greets, workshops, tastings and agricultural experiences. Become a true agri-enthusiast as you learn about how life's necessities are grown and produced. Plan your unforgettable family-friendly journey on the SLO County Farm Trail via the online map.

[farmsteaded.com](http://farmsteaded.com) | [f](#) [@](#) [@farmsteaded](#)






SAN LUIS OBISPO

# San Luis Obispo Public Market

Bringing the best of the Central Coast to market, SLO Public Market is a vibrant community center located at the historic Bonetti Ranch and home to a diverse selection of talented merchants and unique offerings. Inside the Market Hall, visitors can enjoy a variety of foods—from Thai cuisine to fried chicken and craft brews. Dedicated to quality and service, each vendor contributes to the Market’s dynamic atmosphere, while the beautiful outdoor spaces and scenic views provide an ideal setting for relaxation and enjoyment. The Market also hosts a range of events, including comedy nights, kids’ workshops and trivia nights, fostering community connection. Whether you’re shopping for fresh produce at the Saturday Farmers Market or hosting a private event in the Event Center, the SLO Public Market has something for everyone.

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

 [san luis obispo public market](https://www.facebook.com/sanluisobispopublicmarket)

 [@slopublicmarket](https://www.instagram.com/slopublicmarket)







1

2

### 1. TWENTY SOUTH

For your morning roast and evening toast, head to this café-bar serving up coffee by day and cocktails by night.

[twentysouth.co](http://twentysouth.co) | [@twenty.south](https://www.instagram.com/twenty.south)

### 2. TODO BUENO

From killer quesadillas to tasty tacos, "it's all good" at this buzzy new Cal-Mex spot.

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

[f](https://www.facebook.com/todobuenoslo) todo bueno the all good grill  
[@todobuenoslo](https://www.instagram.com/todobuenoslo)

### 3. PERFECT SCOOP

Get handcrafted ice cream made with locally sourced ingredients from Cal Poly.

[@perfectscoopicecream](https://www.instagram.com/perfectscoopicecream)

### 4. CENTRAL COAST CREAMERY

Shop for award-winning artisan cheeses and savor gourmet sandwiches and cheese boards.

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

[f](https://www.facebook.com/centralcoastcreamery) central coast creamery  
[@centralcoastcreamery](https://www.instagram.com/centralcoastcreamery)

### 5. THE NEIGHBORHOOD ACAI & JUICE BAR

Enjoy a healthy selection of acai bowls, organic cold-pressed juices, smoothies and plant-based foods.

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

[f](https://www.facebook.com/neighborhoodacai) neighborhood acai and juice bar  
[@neighborhood\\_acai](https://www.instagram.com/neighborhood_acai)

### 6. SLO GENERAL STORE

The general store features products created along the Central Coast, as well as other curated goods and gifts.

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

[f](https://www.facebook.com/slogeneralstore) slo general store | [@slogeneralstore](https://www.instagram.com/slogeneralstore)



3



4



5



6





ATASCADERO

## Barley & Boar

Barley & Boar in downtown Atascadero offers house-distilled liquors, craft beers and delicious seasonal fare. Enjoy a cozy, inviting atmosphere perfect for lunch, dinner or late-night drinks.

[barleyandboar.com](http://barleyandboar.com)  
 🍷 barley & boar | 📱 @barleyandboar



ATASCADERO

## Cielo Ristorante

Experience the heart of Italy at Cielo Ristorante. Indulge in a curated menu of classic Italian dishes, crafted with the finest ingredients. Come for an unforgettable dining experience that celebrates authentic flavors.

[cieloatascadero.com](http://cieloatascadero.com) | 📱 @cieloatascadero  
 🍷 cielo ristorante & rooftop bar

SAN LUIS OBISPO

## Feral Kitchen + Lounge

Discover Feral Kitchen + Lounge in downtown San Luis Obispo, where delicious flavors meet a uniquely designed space. Savor creative cocktails, locally sourced ingredients and vibrant events in a stunning setting. With a satisfying and carefully curated menu, lively atmosphere and exceptional service, Feral offers an unforgettable dining experience that embodies culinary creativity and bold adventure.

[feralkitchenandlounge.com](http://feralkitchenandlounge.com)  
 📱 @eatferal

**FERAL**  
 KITCHEN + LOUNGE

SARAH KATHLEEN





ARROYO GRANDE

## The Quarterdeck Seafood Bar and Grill

For more than 40 years, this locally loved restaurant has served high-quality seafood and American cuisine.

[quarterdeckseafood.com](http://quarterdeckseafood.com)  
 @the\_quarterdeck\_restaurant



SAN LUIS OBISPO

## Ox + Anchor

Michelin-recommended Ox + Anchor is a modern spin on a classic steak house. Chef Ryan Fancher keeps the cuisine rooted in the local terroir and offers a carefully curated list of the best wines from the Central Coast.

[oxandanchor.com](http://oxandanchor.com) | [f](#) [@](#) @oxandanchorslo



SAN LUIS OBISPO

## Piadina

Chef Ryan Fancher spotlights local, farm-fresh ingredients sourced from San Luis Obispo and surrounding farms. For a relaxed atmosphere and fresh California cuisine, visit Piadina for breakfast, lunch or dinner.

[piadinaslo.com](http://piadinaslo.com) | [f](#) [@](#) @piadinaslo



CAYUCOS

## Schooners

Schooners is an iconic beachfront eatery and bar that serves comforting fare made with local meats, produce and seafood in a cozy setting. Book your private event or settle in with a cocktail for live music, sunset views and whale watching.

[schoonerscayucos.com](http://schoonerscayucos.com) | [@](#) @schoonerscayucos





PISMO BEACH &  
SAN LUIS OBISPO

## Brooks Burgers

At Brooks Burgers, four generations of expertise means you get premium burgers at great prices. Enjoy live music, free parking and the burger and brew combo or Guy Fieri's favorite, the Ultimate Tri-Tip Dip!

[brooksburgersca.com](http://brooksburgersca.com)  
 @brooksburgerswestcoast



SAN SIMEON

## Seaside Foods

This deli is nestled within the historic Sebastian's General Store along San Simeon's coast. With a passion for locally sourced ingredients and a rotating seasonal menu, Seaside Foods takes pride in offering fresh and flavorful sandwiches year-round.

[seasidefoodsllc.com](http://seasidefoodsllc.com) | @seasidefoods.sansimeon



PISMO BEACH

## Pismo Fish & Chips & Seafood Restaurant

Since 1963, this local favorite has served its famous fish and chips, homemade clam chowder and seafood dishes.

[pismofishandchips.com](http://pismofishandchips.com)  
 pismo fish and chips | @pismofishandchips





PASO ROBLES & SAN LUIS OBISPO

## Central Coast Creamery Gourmet Cheese & Deli

Located in Tin City in Paso Robles and in San Luis Obispo Public Market, Central Coast Creamery is a full-service gourmet cheese and charcuterie shop.


[centralcoastcreamery.com](http://centralcoastcreamery.com) |  [centralcoastcreamery](https://www.instagram.com/centralcoastcreamery)



SAN SIMEON

## Sebastian's General Store



Browse the shop's local products and unique gifts before enjoying beer, wine or lunch items from the on-site deli.

[sebastiansgeneralstore.com](http://sebastiansgeneralstore.com)  
 [@sebastiansgeneralstore](https://www.instagram.com/sebastiansgeneralstore)

CAYUCOS, PASO ROBLES & SAN LUIS OBISPO

## Brown Butter Cookie Company

Since 2008, the Brown Butter Cookie Company has kept residents and visitors of California's Central Coast happy with its Original Brown Butter Sea Salt cookie—a timeless combination of brown butter, vanilla and sea salt. Founded by two sisters, the Brown Butter brand stands as a testament to unmatched standards and unforgettable taste and texture.

[brownbuttercookies.com](http://brownbuttercookies.com) |  [brown butter cookie company](https://www.facebook.com/brownbuttercookiecompany) |  [@brownbuttercookiecompany](https://www.instagram.com/brownbuttercookiecompany)







SAN LUIS OBISPO

## High Bar

Located on Hotel San Luis Obispo's rooftop terrace, High Bar offers panoramic views of the surrounding mountains and an ambience that captures the essence of California living. Sip on handcrafted cocktails as you soak in the sun or indulge in a craft beer and light bites under the starlit sky.


[hotel-slo.com/dining/high-bar](http://hotel-slo.com/dining/high-bar) |  [@highbarslo](https://www.facebook.com/highbarslo) |  [@highbar.slo](https://www.instagram.com/highbar.slo)



PASO ROBLES

## Society Cuisine

Founded in 2016 by chef Nick Nolan, Society Cuisine is a premier private chef service offering luxury, high-end dining experiences in the comfort of your home away from home. Specializing in custom-built menus, chef Nolan only uses the finest locally sourced organic produce and can accommodate your specific tastes and preferences.

[societycuisine.com](http://societycuisine.com)  
 [@societycuisine](https://www.instagram.com/societycuisine)



PISMO BEACH

# Pequín Coastal Cocina

Indulge in the vibrant flavors of Baja-coastal cuisine at this beachfront restaurant. Located at Vespera Resort on Pismo Beach and just steps from the sand, Pequín Coastal Cocina offers a menu that tantalizes every palate. Enjoy happy hour specials and daily events, winemaker dinners and a casual dining atmosphere ideal for celebrations or everyday enjoyment. Experience the perfect blend of delicious food and breathtaking ocean views.

[pequinpismo.com](http://pequinpismo.com) | [@vesperaresort](https://www.instagram.com/vesperaresort)







## Mixology Masters

SLO CAL COCKTAIL CRAFTERS RAISE THE BAR WITH CREATIVE COCKTAILS SHAKEN AND STIRRED AT THESE TOP SHELF SPOTS:

**1122 Speakeasy & Cocktail Lounge**  
*Paso Robles*

**Barley & Boar**  
*Atascadero*

**Cane Tiki Room**  
*Paso Robles*

**Cielo Rooftop Bar**  
*Atascadero*

**Ember Restaurant**  
*Arroyo Grande*

**Marisol Bar at The Cliffs**  
*Pismo Beach*

**Mason Bar & Kitchen**  
*Arroyo Grande*

**Mozzi's Saloon**  
*Cambria*

**Nightcap**  
*San Luis Obispo*

**Pequín Coastal Cocina**  
*Pismo Beach*

**Pig Iron**  
*Templeton*

**Sidecar**  
*San Luis Obispo*

**Yes Cocktail Company**  
*Paso Robles*

# LOCAL *Libations*



From coffee and craft beer to spirits and wellness elixirs, drinking local is a SLO CAL thing any time of day.

Cane Tiki Room cocktail



# Artisan Coffee Roasters

START THE DAY ON A CAFFEINATED NOTE

**Corberosa Coffee** uses a unique air roasting method, and you can buy beans at the SLO Farmers Markets.

**Scout Coffee** serves their own **HoneyCo Coffee Roasters** brand at their two San Luis Obispo spots as well as their new flagship Morro Bay outpost. When in Paso Robles, hit **Joebella** or **Spearhead Coffee**. **Dark**

**Nectar** is the roaster to check out in Atascadero and **Deltina Coffee Roasters** pours strong, delicious, small-batch brews in Oceano.



SLO CAL CRAFTED SPIRITS

## Explore the SLO CAL Distillery Trail

SLO CAL's distillery scene features 16+ tasting rooms

Learn how winemaking by-products form the base of innovative fruit-based spirits made by **Re:Find Distillery**, **Bethel Rd. Distillery** and **Tin City Distillery/Wine Shine Spirits** in Paso Robles. **SLO de Vie** turns out a gold medal award-winning California-style grappa in Grover Beach. Classic grain-based spirits like rye and whiskey are also in the mix at distilleries like **Rod & Hammer's** and **Krobar Craft Distillery** in San Luis Obispo. Atascadero's **Central Coast Distillery** produces local agave spirits, among other bottlings. **Foggy Bottom Distillery** makes smooth spiced rum, gin and more in Los Osos.



SAVOR

## Drink To Your Health

BOOST YOUR BODY WITH FRESH-PRESSED JUICES, SMOOTHIES AND WELLNESS ELIXIRS.

**The Healthy Crave**  
San Luis Obispo

**Hidden Kitchen**  
Cambria and Cayucos

**Juice Boss**  
Atascadero

**Julia's Juice Bar**  
Grover Beach

**The Neighborhood Acai & Juice Bar**  
San Luis Obispo and Paso Robles

**Plantae & Fungi**  
Cambria

**Seeds**  
San Luis Obispo

**VirtJuice**  
Arroyo Grande

CHEERS TO BEER

## Hop Around

Craft breweries give beer lovers a tasting trail of their own

A longtime experimental playground for West Coast style IPAs, SLO CAL is home to more than two dozen craft brewers. The most famous, **Firestone Walker Brewing Co.**, is one of the largest independent brewers in the country; tour the **Paso Robles Taproom** to see where the magic happens and sample from 14 rotating taps.

Dating back to 1988, **SLO Brew** is home to a 30-barrel brewhouse, tasting room, taphouse and live entertainment venue. Newer labels to know include **Humdinger Brewing** (Arroyo Grande), **Wild Fields Brewhouse** (Atascadero), **Three Stacks & A Rock Brewing Company** (Morro Bay) and **Kulturhaus Brewing** (Pismo Beach).



Try fresh selections from Wild Fields Brewhouse in Atascadero.





SAN LUIS OBISPO

## The HUB SLO

Quench your thirst at two award-winning spots at The HUB SLO. As the oldest independent and family-owned brewery in San Luis Obispo, **Central Coast Brewing** offers fresh pints, food, games, and more. **KROBAR Craft Distillery** produces small-batch craft spirits using a new-school approach to time-honored methods. Try its spirits neat or in a cocktail.

[krobardistillery.com](http://krobardistillery.com) | [@krobarcraftdistillery](https://www.instagram.com/krobarcraftdistillery) | [centralcoastbrewing.com](http://centralcoastbrewing.com) | [@centralcoastbrewing](https://www.instagram.com/centralcoastbrewing)

ATASCADERO

## Central Coast Distillery

Award-winning and internationally recognized Central Coast Distillery is a true wort-to-spirit distillery opening mid-2025 in Del Rio Marketplace in Atascadero. Its handcrafted, single-batch Forager spirits use locally grown, foraged, harvested and organic ingredients. Stop by for a live distillation class, foraging tour or tasting, or order a cocktail at the bar-lounge and a meal at the full-service restaurant.

[foragerspirits.net](http://foragerspirits.net)  
[@foragerspirits\\_officialsite](https://www.instagram.com/foragerspirits_officialsite)





LOS OSOS

## Foggy Bottom Distillery

Come for a tasting and distillery tour at Foggy Bottom Distillery, with personalized service from the owner-distiller. Whether you prefer whiskey, gin, spiced rum or specialty spirits, take home a bottle of your favorite handmade spirit.

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

[@foggybottomdistillery](https://www.facebook.com/foggybottomdistillery)



PASO ROBLES &amp; SAN LUIS OBISPO

## BarrelHouse Brewing Co.

Located in Paso Robles, this brewery is just minutes off the 101! Enjoy a flavorful lineup of rotating craft beers, seltzers, sours, nonalcoholic beverages, tasty food and live music in the expansive beer gardens. Relax with friends, play games or catch a concert. Visit the website for a complete list of free concerts and events. And don't miss the speakeasy-style sister location in San Luis Obispo for even more great times. Cheers!

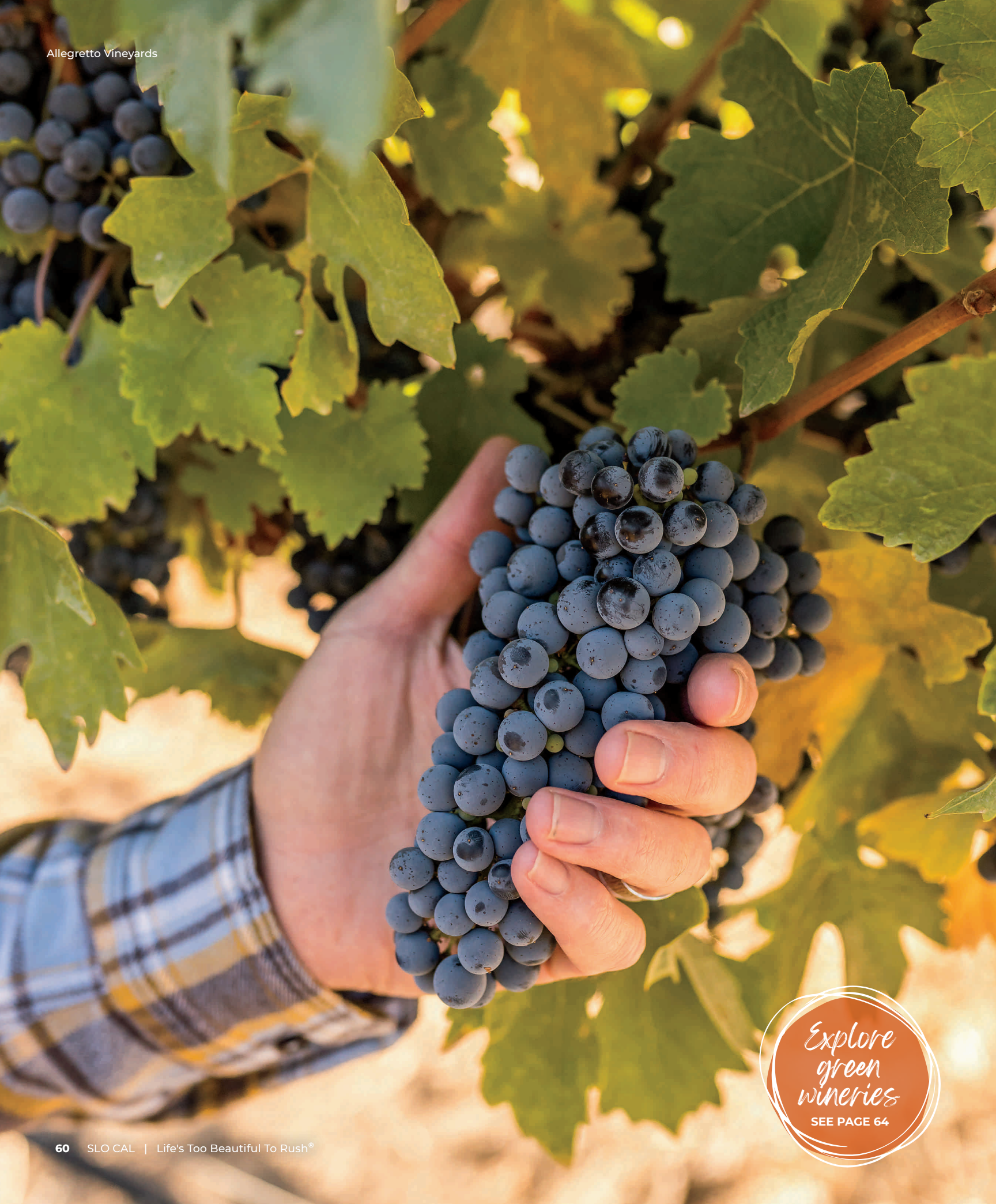
[barrelhousebrewing.com](http://barrelhousebrewing.com)

[@bhbc](https://www.instagram.com/bhbc)

[@bhbcsls](https://www.instagram.com/bhbcsls)







Explore  
green  
wineries  
SEE PAGE 64



EXPERIENCE

# Wine Country

FROM GRAPE TO GLASS

Immerse yourself in one of California's most exciting wine regions, and discover revered legacy labels, sustainably-minded wineries and up-and-coming boutique producers.



The countryside is laced with vineyards.



# The Lay of the *Wine Lands*

Whether you taste along the SLO Coast AVA, in Tin City's industrial-chic wineries or deep in the Paso Robles countryside, you'll encounter laid-back, unpretentious vibes and seriously delicious sips. Even better yet, all three destinations are close enough to visit in the same day!



## Camp CASS

PLAN A GRAND DAY FOR A GROUP

CASS Winery's 145-acre Paso Robles property calls for grown-up play. Learn about olive oil and beekeeping, watch a chef's demo or take a hands-on cooking class. Blend your own wine and hone your somm skills. Go horseback riding, try archery and paint. The day is your blank canvas when you design your Camp CASS.

**S**LO CAL is one of the most watched winemaking destinations in the western U.S. While grapes were first cultivated locally dating back to the Mission Era and European immigrants planted vineyards in the 1800s, the contemporary wine industry really started to take root in the late 1970s as

winemakers recognized how well Rhône and Bordeaux varietals took to the growing conditions. In the 1980s, the county's first American Viticultural Areas (AVAs) were officially designated and SLO CAL's global profile began building in the 1990s. The early aughts saw an influx of new investment via tech money complemented by fresh, young talent graduating



from Cal Poly's new viticultural program, creating an environment ripe for growth, experimentation and innovation.

To this day, wine consumers and novice tasters have much to discover in SLO CAL—the wine industry is always evolving and making room for new players. Wine grapes are the area's most lucrative crop, accounting for nearly 30% of the county's total agricultural sales in 2023.

SLO CAL winemakers are known for doing things their own way, and being down-to-earth and inclusive is part of the culture. Here, you are invited to be curious, ask questions and connect with the people behind the wine, be they winemakers, apprentices, part of the family business or seasoned hospitality professionals. All you need is an open mind and palate to make SLO CAL wine country your own. Cheers!





Ancient Peaks tasting room

## Sips

Only-in-SLO CAL tasting experiences

### Urban Tasting Rooms

You don't have to go deep into wine country to sample intriguing wines thanks to the many urban tasting rooms. Visit **Brochelle Vineyards**, **Herman Story Wines**, **Paso Robles Wine Merchant**, **Symbiosis Wines** and **Calipaso** in Paso Robles. **Tin City** houses dozens of wineries in a modern, industrial setting. In San Luis Obispo, the urban wine trail includes **Dunites Wine Co.**, **Stephen Ross Wine Cellars** and **Region SLO**. Arroyo Grande's walkable village is home to **Timbre Winery** and **Verdad and Lindquist Family Wines**, and Cambria's village offers **Black Hand Cellars**.

### View Finder

It's all about the scenery at **Hearst Ranch Winery** in San Simeon, the only winery right on the water where you can sample wines while enjoying fresh sea breezes. **Daou Vineyard & Winery** is legendary for its luxurious tasting experience complete with 360-degree vistas from its namesake mountaintop in the Adelaida District. **PasoPort** also has a prime perch to share their collection of wines, ports and spirits. And **Talley Vineyards** pours single-vineyard chardonnays and pinot noirs with sweeping Arroyo Grande mountain views.

### Calling All Pilots!

Guests can pre-arrange to fly into **Halter Ranch** and land on the winery's airstrip. Enjoy lunch and buy a few bottles to fly home with.

### Explore the Caves

**Eberle Winery's** best-kept secret is a 16,800-square-foot network of wine caves and winding tunnels that sit 30 feet beneath the winery. Book a 90-minute VIP Tasting to experience the wine caves firsthand followed by a tasting in the Cave Grotto.

### Unique Pairings

**Ulloa Cellars'** winemaker Nancy Ulloa harnesses the energy of crystals in her winemaking process and

shares her insights via guided wine and crystal pairings. **LXV Wine** takes tasters on a sensory journey with a Wine & Flavors Flight featuring different spice blends (sprinkled atop cheese) specifically paired to each featured wine. **Niner Wine Estates** also serves up exquisite flavors with their ever-changing gourmet lunch menu showcasing the chef's garden. **Robert Hall Winery** offers an e-bike tour of their sustainably farmed vineyards followed by a tasting flight accompanied by a cheeseboard. Work up an appetite zip-lining above the vineyards before lunch and a tasting at **Ancient Peaks Winery**.



Hearst Ranch Winery



## Dog-Friendly Wineries

TRAVELING WITH YOUR PUP? HERE'S A SHORT LIST OF WINERIES THAT WELCOME CANINE COMPANIONS.

**Allegretto Wines**  
*Paso Robles*

**Asuncion Ridge Vineyards**  
*Paso Robles*

**Baileyana Winery**  
*San Luis Obispo*

**Barton Family Wines**  
*Paso Robles*

**Brecon Estate**  
*Paso Robles*

**Chamisal Vineyards**  
*San Luis Obispo*

**Hearst Ranch Winery**  
*San Simeon*

**Kula Vineyards & Winery**  
*Atascadero*

**Peachy Canyon Winery**  
*Templeton*

**Stolo Vineyards**  
*Cambria*

**Wolff Vineyards**  
*San Luis Obispo*





## SLO CAL Wine by the Numbers

60+

An astounding 60+ different wine grape varieties are grown commercially.

16

The diversity of the region's geography and soils are reflected in the 16 designated AVAs, stretching from the valleys and mountains to the coast.

240

Paso Robles is the largest local wine region, comprising more than 240 wineries spread along scenic roads to the west and east of US-101. The balance of the county's wineries are peppered throughout the southern coastal area near San Luis Obispo, encompassing the SLO Coast, Arroyo Grande and Edna Valley AVAs.

45,000+

There are more than 45,000 acres of planted vines across the county.



Tablas Creek Vineyard

# A Commitment to Eco-Friendly Wine

Regenerative, biodynamic and organic viticulture and winemaking with a sustainable ethos are common practices in SLO CAL wine country

**P**ioneering eco-conscious wineries include **Tablas Creek Vineyard**, one of the first to earn a Regenerative Organic Certification that prioritizes soil health, animal welfare and social fairness. **Booker Wines** also received the Regenerative Organic Certification; they avoid pesticides and synthetic fertilizers and use cutting-edge technology to manage pests while harnessing clean energy in vineyard management and wine production.

**CASS Winery** is a Certified California Sustainable Winery focused on water conservation, energy management and biodiversity preservation. **AmByth Estate** and **Maha Estate** are Certified Biodynamic, going a step further to employ practices

such as livestock integration and working with the moon cycles. **Chamisal Vineyards** is SIP Certified and committed to regenerative agricultural practices, introducing biodynamic methods as well as planting and maintaining a community garden that directly supports the San Luis Obispo Food Bank.

**Shale Oak Winery** and **Niner Wine Estates** are housed in state-of-the-art, LEED Certified buildings that help to conserve resources to further lessen the carbon footprint of the sustainable wineries.



**Green Wineries**  
Scan for more information on SLO CAL wineries taking steps to produce wines that nurture the earth.



# Explore the Sustainable Wine Trail

BETWEEN THE SAN LUIS OBISPO AND PASO ROBLES REGIONS, THESE 50 WINERIES PUT THE ENVIRONMENT FIRST.

## ARROYO GRANDE

- 1 Laetitia Vineyard & Winery
- 2 Verdad & Lindquist Family Wine
- 3 Timbre Winery
- 4 Talley Vineyards
- 5 Chêne Vineyards
- 6 Center of Effort Winery
- 7 Kynsi Winery
- 8 Sinor LaVallee Wines

## SAN LUIS OBISPO

- 9 Claiborne & Churchill Winery
- 10 Chamisal Vineyards
- 11 Baileyana
- 12 Piedra Creek Winery
- 13 Wolff Vineyards
- 14 Cadre Wines
- 15 Tolosa
- 16 Stephen Ross
- 17 Croma Vera Wines
- 18 El Lugar Wines

## SANTA MARGARITA

- 19 Ancient Peaks

## TEMPLETON

- 20 Turley Wine Cellars
- 21 AmByth Estate
- 22 Pomar Junction Vineyard & Winery
- 23 Castoro Cellars

## PASO ROBLES

- 24 ONX Wines & Vineyards
- 25 Shale Oak Winery
- 26 Niner Wine Estates
- 27 Seven Oxen Estate Wines
- 28 Rava Wines

- 29 Aaron Wines
- 30 Booker Wines
- 31 Jada Vineyard & Winery
- 32 Treana & Hope Family Wines
- 33 Broken Earth Winery
- 34 CASS Winery
- 35 Opolo Vineyards
- 36 Oso Libre Winery
- 37 Villa Creek Cellars
- 38 Sixmilebridge
- 39 Tablas Creek Vineyard
- 40 Halter Ranch Vineyard
- 41 JUSTIN Vineyards & Winery
- 42 Adelaida Vineyards and Winery
- 43 DAOU Family Estates
- 44 San Antonio Winery
- 45 Robert Hall Winery
- 46 Vina Robles Vineyards & Winery
- 47 Copia Vineyards and Winery
- 48 J. Lohr Vineyards & Wines

## SAN MIGUEL

- 49 Bon Niche Cellars
- 50 Villa San Juliette Vineyard





# Women in Wine

Female winemakers and entrepreneurs are making a mark in SLO CAL's wine world. Meet three women who embody the talent, drive and vision it takes to carve out a successful career in the wine industry.



## Brianne Engles

WINEMAKER  
AT CHAMISAL  
VINEYARDS

A Central Coast native, Brianne Engles started working at a high-end restaurant at the young age of 15, exposing her to the world of wine. She went on to earn a bachelor's degree in Wine and Viticulture at Cal Poly and also holds the Level 3 Advanced Certification with The Wine & Spirit Education Trust. Her 17 years of winemaking have included stints in Australia and Napa Valley before landing in SLO CAL as lead winemaker at Chamisal Vineyards, where she captures the essence of Central Coast sunshine and soil in each vintage.

### What makes SLO CAL such an extraordinary place to make wine?

San Luis Obispo has a unique climate and terroir due to its close proximity to the coast, just five miles away, making it the coolest region in California. This coastal influence significantly shapes the style of wines. Additionally, SLO is a relatively young wine-growing region, not constrained by traditional wine genres. This allows for significant innovation and experimentation with cool climate varieties, so it's a really exciting place to make wine.



### What does being part of such a strong community of female winemakers mean to you?

The Central Coast is home to a large population of female winemakers and institutions like Cal Poly are nurturing many new women winemakers including my graduation cohort. Being part of such a strong community means having a profound sense of support and fellowship. We regularly share ideas, talk shop and

lean on each other for support. I am part of a tasting group with fellow female winemakers—whom I greatly respect—that has been running for three years. This group has been invaluable for sharing insights and fostering a collaborative spirit.

### How do you see SLO CAL's wine scene evolving?

What excites me most is the momentum brought by the new SLO Coast AVA. Although the region is still somewhat under the radar, it is gaining recognition. There are many young, talented winemakers emerging at the helm of the local industry and pushing it forward with sustainable, regenerative viticulture and innovative winemaking practices.





## Monica Villicana

CO-OWNER OF  
VILLICANA WINERY  
& RE:FIND SPIRITS

Monica Villicana and her husband, Alex, were wine appreciators living and working in Los Angeles and frequenting Paso Robles when they caught the bug to make it a permanent lifestyle in the 1990s. After building their Villicana Winery business from the ground up and being part of an exciting period of collaboration and growth in SLO CAL's wine industry, they saw an opportunity to reduce their waste and distill spirits from their wine by-products. Re:Find Spirits became one of the first distilleries in the region.



Villicana Winery & Re:Find Spirits tasting room

### What was it like being so hands-on during the wine industry's growth in the late 1990s and 2000s?

It was a lot of youth, and people were excited. They were following their dreams, they weren't following rules. They were doing things that they wanted to do. They were doing blends that they weren't doing up in Napa. You were seeing Rhônes being blended with Bordeaux. And it was just this vibrance of energy. Collaboration allowed us all to build these wineries from scratch, and we got more and more involved in the community. If you were

having difficulties, you'd call another vintner and [explain your challenge] and they would help you, and that was really, really cool.

### What do you appreciate about SLO CAL's vibrant maker culture today?

The culture in SLO CAL is unique. It is a community of "can do" makers doing what they are passionate about. They are not chasing traditions or how things are always done, but rather forging their own path in an authentic way. And, they are doing it in the spirit of community. It is a network of makers

supporting each other and collaborating whenever possible.

### What excites you most about the future?

SLO Cal is a trailblazing community that is attracting more and more foodies interested in all aspects of the culinary spectrum. What is so exciting is that visitors come for the great products and are hooked by the down-to-earth, authentic vibe, which keeps them coming back for more.





# Women in Wine



## Neeta Mittal

CO-OWNER OF  
LXV WINE

A native of India, Neeta Mittal and her husband, Kunal, discovered Paso Robles wine country by happenstance—they were flying to Napa from Los Angeles and ended up landing in Paso Robles due to fog. After their first eye-opening exploration along Vineyard Drive, they were hooked. Their newfound passion for the region and the wines of Bordeaux inspired them to make Paso Robles their home. Over the span of 14 years, they grew LXV Wine from a modest 100-cases-a-year hobby project to a 5,000-cases-a-year business.

### How did you get into wine-making in SLO CAL?

We were very hungry to be a part of this culture after buying property here. We quickly realized that this very intelligent and astute group of people [making wine] gravitate towards those who are really serious about the art and craft of wine. They really want people who are shepherds, who are thinking about the land and the legacy, and that changed our perspective. So it was from outside inside in that sense, and then for us, from inside out, being a part of that process also



changed things for us, where we saw there is so much more to this than having a wine brand.

### What role does sustainability play in your business?

The vineyard is at the heart of everything that we do. It is a poster child for everything organic. We have a small olive orchard in the front because we believe in biodiversity. We work with our neighbor [who has cows] on a compost program and we just

received a grant from the USDA to work on soil amendment and soil studies. We named the vineyard *armaan*, which means “a cherished dream” in Urdu.

### What does being a part of SLO CAL's culinary community mean to you?

San Luis Obispo County is my India, it's that fabric that I grew up in. There's an intimacy in the ecosystem here. I think the culinary scene is so expansive, and to be a part of that on the receiving end or on the giving end, both have been really exciting. And in one way or the other, I'm able to weave that Indian story into what I do and so that also gives you a feeling of being tethered and being a part of something that's rooted.





PASO ROBLES

# Paso Robles Wine Country

Welcome to Paso Robles Wine Country, a land of rich heritage, rural beauty and world-class wines. Paso Robles is where the wild west meets sophistication. Discover more than 200 wineries along oak-lined backroads and around the charming downtown park. The rolling, vine-covered hills are stunning year-round, and celebrations like Spring Release Month in March, Paso Wine Fest in May and Harvest Wine Month in October are ideal times to try a taste of the region.

Indulge in unpretentious wine and food experiences, explore wide-open spaces, soak up arts and culture and so much more in Paso Robles Wine Country.

[pasowine.com](http://pasowine.com) | [f @pasorobleswine](https://www.facebook.com/pasorobleswine) | [@pasowine](https://www.instagram.com/pasowine)





PASO ROBLES

# Epoch Estate Wines

Founded in 2004 by geologists Bill and Liz Armstrong, Epoch is an ultra-premium producer of Rhône, zinfandel and tempranillo varieties grown on three estate vineyards in Paso Robles: Paderewski, Catapult and York Mountain. Winemaker Jordan Fiorentini carefully crafts these highly rated wines, which consistently score 95 to 100 points, utilizing organic and biodynamic practices.

Open daily from 10:00 a.m. to 4:00 p.m., Epoch's historic tasting room is located off of Highway 46 West in Templeton.

[epochwines.com](http://epochwines.com)  
 f @epochwines







PASO ROBLES

## J. Lohr Vineyards & Wines

J. Lohr Vineyards & Wines, a second generation family-owned establishment since 1974, invites you to experience its newly reimagined Paso Robles Wine Center. Discover a curated selection of small-lot, winery-exclusive wines, available only at J. Lohr's tasting rooms. Sourced from sustainably farmed estate vineyards in California's premier growing regions—Paso Robles, Monterey County and St. Helena in Napa Valley—these unique offerings showcase the true expression of J. Lohr's finest appellations, and is unlike what you'll find anywhere else.

[jlohr.com](http://jlohr.com) | [f](#) [@](#) [@jlohrwines](#)







TEMPLETON

# Castoro Cellars

Founded in 1983, Castoro Cellars is one of the oldest wineries in the Paso Robles AVA and is still run by the founders and their family. Committed to organic and sustainable farming, Castoro Cellars is the largest organic grape grower on the Central Coast and one of the largest in the entire state of California. The winery is also home to the annual Whale Rock Music & Arts Festival, a two-day festival featuring 16 bands on two stages, plus art, yoga, wine, spirits and kids activities. Guests are invited to play on the 18-hole Whale Rock Disc Golf Course. The tasting room is open daily, 10 a.m. to 5:30 p.m.

[castorocellars.com](http://castorocellars.com) |  [@castorocellars](https://www.instagram.com/castorocellars)



SAN LUIS OBISPO

## Baileyana Winery

Located just minutes from downtown San Luis Obispo, the Baileyana tasting room offers warm hospitality and expansive views of vineyards nestled among rolling hills. Experience distinctive, award-winning wines—from chardonnay and pinot noir to albariño and syrah—made from locally grown grapes and carefully crafted to express the Edna Valley's cool coastal climate.

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

📍 @baileyanawines



SAN SIMEON

## Hearst Ranch Winery

Enjoy the quintessential California experience at Hearst Ranch Winery. Relax seaside during a seated tasting of Hearst's current release wines and with a bite to eat. A wine educator will guide you through a flight of perfectly curated wines while you soak in panoramic views of the Pacific Ocean. Reservations are required.

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

📍 @hearstranchwinery







TEMPLETON

## PasoPort Wine Company

Travel up a long, oak-studded drive, and at the end you will find spectacular views and a tasting room in a pastoral setting. Embark on an unparalleled tasting experience and try three unique brands under one roof: Per Caso wines, PasoPort ports and Pendray's Distillery spirits. Known for his distinctive wine making, Steve Glossner, PasoPort Wine Company owner, winemaker and distiller, has been crafting wines in the Paso Robles area for more than three decades. Taste the expertly crafted Pendray's XO Brandy, which was awarded top honors and the title of "Best of the Best" during *Sunset Magazine's* International Spirit Competition.

[pasoportwine.com](http://pasoportwine.com) | [f pasoport wine company](https://www.facebook.com/pasoportwinecompany)  
[@pasoportwineco](https://www.instagram.com/pasoportwineco)





PASO ROBLES

## Brochelle Vineyards

Based on a firm foundation of faith, love and tenacity, Brock and Michelle Waterman founded their winery in 1998, with a keen focus on crafting elegant and expressive wines from their 20-acre estate vineyard.

brochelle.com | brochelle vineyards  
 @brochellevineyards | @brochellewinery



PASO ROBLES

## Jada Vineyard & Winery

Jada's wines consistently graces critic Jeb Dunnuck's annual list of Top 100 Wines. Visit Jada and explore the excellence of Paso's terroir through critically acclaimed estate wines.

jadavineyard.com | @jadawinery

PASO ROBLES

## BRECON ESTATE

BRECON ESTATE produces small-batch, premium wines, each highly awarded and exclusively available at the family-owned estate. Discover your new favorite wines while enjoying scenic vineyard views and unmatched, Australian-style hospitality.

breconestate.com  
 @breconestate

BRECON  
E S T A T E





*The iconic  
Highway 1  
is a must-  
drive*  
SEE PAGE 33







# THE *Swell* LIFE

SLO CAL's natural world is one big playground. From untouched beaches and inviting surf breaks to a vast network of hiking and biking trails and adventure outfitters, outdoor enthusiasts have an epic line-up to choose from. Add grounding wellness therapies and rituals to the equation and SLO CAL is the ultimate place to recharge and reset.



# One Hundred *Spectacular* Miles

From sandy beaches to towering cliffs, explore the diverse San Luis Obispo County coast



Stretching for **100 miles** along the Pacific Ocean, SLO CAL's coastline offers endless adventure. Whether you're looking for classic beaches or more secluded spots to reconnect with the natural world, experience the California coast at its very best.

## THE WILDER COAST

Considered "the largest intact coastal dune ecosystem on Earth," the **Guadalupe-Nipomo Dunes** complex extends for 18 miles south from Pismo Beach. Tucked within this sea of sand, **Oso Flaco Lake** is a rare coastal freshwater lake, where a trail and bridge offer outstanding bird-watching and access to a wild beach.

At 8,000-acre **Montaña de Oro State Park** near Los Osos, the Bluff Trail runs for two miles as it edges meadows of spring wildflowers and

craggy coves with dramatic rock formations.

Backed by rolling dunes and with definitive views of iconic Morro Rock, **Morro Strand State Beach** extends for three miles along Estero Bay's churning waves between Cayucos and Morro Bay. Birders flock here to observe large numbers of migratory shorebird species, including thousands of long-billed curlews.

The northern elephant seals that spend parts of their year at **Piedras Blancas Elephant Seal Rookery** are the county's heavyweight champs. Known as "beach masters," the largest males can weigh 5,000 pounds and aggressively defend their territories after returning in late November. Docents are on hand to explain the annual life cycle of these seals, whose population has grown to 25,000 animals along an eight-mile stretch north of Cambria.





## Catch a Wave

FIND YOUR OPTIMAL SURF BREAK.

SLO CAL boasts a vibrant surf culture and a big selection of breaks.

You'll find outstanding surf shops, such as SLO's **Central Coast Surfboards** (the county's oldest) and Pismo Beach's **Esteem Surf Co.** Pismo's surfing action centers on the landmark, 1,250-foot **Pismo Beach Pier**, with waves that the forecasting site [surflife.com](http://surflife.com) describes as "one of the more consistent and shapely of all Central Coast beach breaks." Beach breaks certainly rule in the county, including along **Cayucos Pier**, and on the north side of **Morro Rock**, which has hosted World Surfing League longboard qualifying events. Below San Simeon's bluffs, **Pico Creek** has a wilder feel and a reef break that produces dependable surf, especially in February.



Late summer and fall have the best surf.



## FIND THE ENDLESS SUMMER

With miles of flat sands ideal for beach walks at sunset, anglers casting for surfperch from the pier and a vintage downtown just steps from the shore, **Pismo Beach** is the very incarnation of a California beach town. Woodies, waves and even the occasional whale lend a timeless appeal.

Tucked inside a quiet bay ideal for kayaking, **Avila Beach** enjoys a reputation for its sunny microclimate and warm ocean temperatures; it's the perfect spot for hanging out on the beach but also a versatile destination where you can go whale-watching in the morning and wine tasting in the afternoon.

Cows meet cowabunga in **Cayucos**, thanks to its unique mix of ranching traditions and surf town ways. Watch sunsets from the 1872 pier and take your canine pal for a walk on the dog-friendly beach. And just north of town, trails at Estero Bluffs State Park lead along miles of unspoiled coastline.



Avila Beach

## Did You Say Surfing Goats?

If surfing's GOATs (Greatest of All Time) search the world for 100-foot waves, Pismo Beach's **Surfing Goats** is more modest in its ambitions. Founded by Dana McGregor, this unique company brings together stoke and goats—with hooves. No matter your surfing skills (or lack thereof), you can take lessons that include rides on a wave board with yes, a goat. And think your dog could be a ripper? McGregor even teaches pets how to hang ten.



*Thrill and Chill*  
 FOLLOW @SLOCAL ON INSTAGRAM FOR MORE INSPIRED ADVENTURES THAT COMBINE EQUAL PARTS "CHILL" AND "THRILL."



AMP Surf

# Accessible Outdoors

The SLO CAL community is committed to making the great outdoors more accessible for those with mobility disabilities

## HAPPY TRAILS

Wheelchair friendly trails include **Railroad Bike Path** in San Luis Obispo, **Bluff Trail** in **Montaña de Oro State Park** and **Meadowpark Trail** in San Luis Obispo. The San Luis Obispo Land Conservancy has a partnership with Positive Ride to make **Pismo Preserve** accessible to wheelchair users with Freedom Trax. **Field of Lights at Sensorio** is wheelchair accessible, including ADA parking and restrooms.

## BEACH WHEELCHAIRS

Beach wheelchairs are available at **Pismo State Beach**, which stretches from Grover Beach to Oceano; the City of Pismo Beach also offers two beach wheelchairs for use at no charge via the **Sand Castle Inn**. The City of Morro Bay offers complimentary beach wheelchairs through **Jack's Helping Hand**.

## ADAPTIVE ADVENTURES

**Positive Ride** specializes in creating adaptive adventures that get people with mobility challenges outdoors and off the pavement with Freedom Trax, a device that quickly and temporarily converts a manual wheelchair into a battery-powered, all-terrain vehicle that can easily traverse a variety of different terrains. Pismo Beach-headquartered **Amp Surf** provides adaptive surf therapy clinics for adults and children with disabilities.





# 5 Epic Outdoor Adventures

Get your adrenaline pumping with fresh-air escapades that lean into SLO CAL's wilder side

1

## ANGLING FOR LAKE LIFE

Arroyo Grande's **Lake Lopez Marina** rents kayaks, paddleboards, boats and waverunners—among other water toys. The lake is a year-round fishing destination for large and smallmouth bass, crappie, sunfish and catfish; fishing gear can be picked up at the Marina.

2

## PADDLE POWER

With so much coastline to explore, kayaking opportunities abound. Rent from **Avila Beach Paddle Sports** and get tips for paddling out to Port San Luis Lighthouse and a private beach. **Central Coast Kayaks** hosts a three-hour tour that explores the Pismo Beach Caves, while **Central Coast Outdoors** leads a variety of guided paddles around Morro Bay, including some that go out to **Morro Bay Oyster Co.**'s farm for an up-close look at the aquaculture operation.

CASS Vineyard and Winery



## 3 FLY HIGH

**Margarita Adventures** leads a thrilling zip-line tour at historic Santa Margarita Ranch. Soar above vineyards and oak trees as you complete the six zip-line course spanning 7,500 feet. You'll also cross a suspension bridge, spot wildlife and get a guided tour of the ranch in the 2.5-hour experience. *Note: height and age limits apply.*

## 4 ALL THE PRETTY HORSES

As a genuine ranching community, equestrian culture is synonymous with SLO CAL. **Central Coast Trailrides** guides scenic horseback rides at CASS Vineyard & Winery and Santa Margarita Ranch. Also in Paso Robles wine country, **Shangri-La Ranch Horseback**

Oceano Dunes



**Adventures** is another outfitter leading rides in a remote, rural setting. On the Cambria coast, **Covell Ranch** is one of only five places in the country that offers Clydesdale trail rides on their family ranch that has been breeding the horses for more than 40 years.

## 5 CATCH AIR ON THE DUNES

The Oceano Dunes Complex is a must-see in SLO CAL, and there's no better way to take them in than on an ATV. Several companies offer ATV rentals out of Pismo Beach and Grover Beach, with different vehicle types for kids and adults, as well as passenger capacity and experience level. If you want to let someone else do the driving, consider a tour with **Xtreme Hummer Adventures**.

**A WHALE TALE:** SLO CAL's coast is on the migratory path of majestic California gray whales, blue whales and humpback whales. Head out to sea for a day of whale watching with charter companies such as **Avila Beach Whale Watching**.





HIT THE SLO CAL TRAILS

# A HIKING AND BIKING *Paradise*

Come to SLO CAL and you'll see people on the move. Not at the hurried tempo of big city commuters but at a more relaxed, people-powered pace as hikers and bicyclists take advantage of the county's mild climate and beautiful mountain and coastal landscapes to get outdoors—and get fit.

Three Bridges  
Oak Preserve









## Monarch Butterfly Migration

Last year, more than 16,000 monarch butterflies wintered in the eucalyptus and Monterey cypress trees at the **Pismo State Beach Monarch Butterfly Grove**. From late October through February, the grove is one of the country's best spots to see these remarkable insects, some of which have migrated 1,000 miles to reach the Central Coast.

## Peak Experiences

FOR HIKES THAT GAIN ELEVATION

- The region's iconic **Nine Sisters** is a chain of volcanic plugs stretching from Morro Rock to the City of San Luis Obispo, creating prime peaks for hikers. The most popular, **Cerro San Luis** (a.k.a. Madonna Mountain) is four-miles round-trip with views of the Pacific Ocean from the 1,000-foot peak.
- The four-mile round-trip hike to **Montaña de Oro State Park's** 1,347-foot Valencia Peak delivers

spectacular views that extend for 60 miles. In spring, California poppies and lupine border the trail on the 1,200-foot climb to the summit.

- **Cerro Alto** literally means "high hill" in Spanish and this 2,615-foot peak between Atascadero and Morro Bay certainly lives up to its name. A mostly unshaded 5.3-mile loop with a 1,600-foot climb begins at Cerro Alto Campground. From the summit (where a fire lookout once stood) you can see Morro Rock and, during prime conditions, the distant Sierra Nevada.



Pismo State Beach Monarch Butterfly Grove

## Coastal Rambles

FOR MELLOW SEASIDE STROLLS

- For gentle walks, it's tough to beat Cambria's mile-long oceanfront boardwalks. The boardwalk along **Moonstone Beach**

has stairways to the beach, where you'll find the iridescent stones that give this stretch its name. At **Fiscalini Ranch**, the Bluff Trail edges rocky coves with sea otters in the surf and harbor seals on reefs. Combine it with the Marine Terrace Trail for a 1.6-mile loop.

## Rent an E-Bike

Getting around SLO CAL without a car has never been easier thanks to the extensive network of bike routes and bike rental outfitters. Even if you only ride occasionally, an e-bike will boost you up hills and make pedaling against the wind, well, a breeze. Riding a bike is both good for you and the environment because you'll get exercise while doing your part to reduce auto emissions.

Montaña de Oro State Park





• Between Cambria and Cayucos, three-mile round-trip hikes at **Harmony Headlands State Park** lead through onetime dairy lands and to isolated bluffs above the crashing waves. And at the 880-acre **Pismo Preserve**, hikers and bicyclists climb through oak woodlands to reach sweeping coastal panoramas along an 11-mile trail network high above Pismo Beach.

## Cycling Adventures

EXPLORE BY BIKE AND TAKE IN THE SCENERY

• A perfect family ride, the **Bob Jones “City to the Sea” Trail** runs for

a few miles beneath a canopy of coast live oaks and sycamores along San Luis Creek between U.S. 101 and the heart of Avila Beach.

• At **Irish Hills Natural Reserve**, on the edge of San Luis Obispo, mountain bikers take on stretches of technical single track and use connecting trails to extend rides into nearby **Johnson Ranch Open Space**. And with coastal trips along Highway 1 to Ragged Point and long, picturesque routes that travel among the vineyards of the Edna Valley and Paso Robles wine regions, SLO CAL draws road cyclists from around the world.

Biking in Avila Beach



SAN MIGUEL

## California Lavender Honey Farm

This sustainable farm is a year-round destination offering educational tours, honey, veggie and tea tastings, lavender sensory experiences, wellness classes, workshops and holiday events. It is also home to the unique Bee Museum.

[californialavenderhoneyfarm.com](http://californialavenderhoneyfarm.com)  
 📍 califonia lavender honey farm  
 📷 @my\_california\_farm



SAN LUIS OBISPO

## Battle Axe

You're invited to enjoy some rockin' tunes and high-energy fun! Axe throwing is a great activity for all abilities. Come on in and throw on one of eight indoor axe-throwing lanes!

[battleaxeslo.com](http://battleaxeslo.com) | 📍 battle axe slo  
 📷 @battle\_axe\_slo



*Be Well*

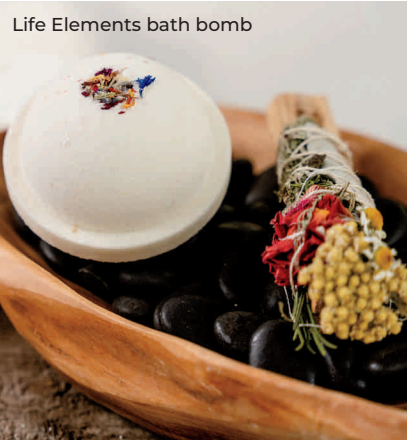
SHOP A COLLECTION  
OF LOCALLY MADE  
HOMEOPATHIC BATH  
AND BODY REMEDIES  
AT SLOCO IN  
SAN LUIS OBISPO.

# UNWIND *in style*

Nourishing self-care practices and grounding activities that benefit mind, body and spirit are key ingredients of the SLO CAL lifestyle. Between yoga and breathwork studios, organic beauty gurus and intuitive herbalists, there is no shortage of ways to retreat yourself here.



Life Elements bath bomb



The Spa at The Cliffs



Sycamore Mineral Springs Resort



## The Day Spa Short List

SLO CAL DAY SPAS OFFER PAMPERING BODY WORK, SKIN-CARE TREATMENTS, ENERGY HEALING AND MORE REJUVENATING SERVICES.

**Cayucos Aloha Spa**  
Cayucos

**Heart & Soles Day Spa**  
Atascadero

**Orchid Massage**  
Morro Bay

**River Oaks Hot Springs Spa**  
Paso Robles

**Sol Spa**  
San Luis Obispo

**Spa Cerro**  
San Luis Obispo

**Sycamore Mineral Springs Resort**  
Avila Beach

**The Spa at The Cliffs**  
Pismo Beach

**The Spa at Madonna Inn**  
San Luis Obispo

**VYANA Wellness Collective**  
Cambria

**R**eset, restore and rejuvenate. **Sagrada Wellness** hosts all-inclusive yoga retreats in a majestic hilltop setting in Santa Margarita. In Avila Beach, **White Heron Sangha** is a Buddhist meditation center that hosts retreats, mindfulness and meditation classes and other workshops. **Tula Yoga, Fitness, & Retreats** leads private yoga classes in nature. **Amethyst Healing Center** in Cambria offers spiritual healing through intuitive readings, chakra clearings, aromatherapy and more metaphysical methods.

**BareFoot BodyWorks SLO** specializes in Ashiatsu, myofascial and deep-tissue massage. Treat yourself to the full body works or try

something cutting edge like cryotherapy at **Sloco Massage & Wellness**. Reset with a sauna, massage and facial trifecta at Cambria's **VYANA Wellness Collective**.

**Goldenseal Skincare** is an in-demand holistic facial clinic in Avila Village that uses organic, naturally-derived ingredients and incorporates techniques like lymphatic drainage, craniosacral massage and Reiki in customized facial treatments. Make it a full spa day with a massage and complimentary private soak at **Sycamore Mineral Springs Resort**. Or book a couples massage at **The Spa at The Cliffs** and get full access to the amenities including sauna and pool.

LOCAL VOICES



*"In SLO CAL, wellness isn't something you do—it's something you live. The slower pace, combined with abundant nature and health-focused experiences, makes it a destination where well-being thrives."* NATASHA PRYBYLA, Owner of Sloco Massage & Wellness





SAN LUIS OBISPO

# Sol Spa

Reenter life at a better pace, in a better place. Sol Spa offers various services including massages, lash lifts and tints, skin care treatments, body polishes and waxing. Professional massage therapists blend Swedish, deep tissue and aromatherapy to help manage pain, restore the body and induce a sense of calm and balance. Experienced aestheticians work with botanical ingredients and natural, plant-derived actives to illuminate complexion, improve elasticity and reveal smooth and radiant skin. Sol Spa tends to every detail with grace, authenticity and intuition.

[hotel-slo.com/sol-spa](http://hotel-slo.com/sol-spa) | [f](#) [@](#) [@solspaslo](#)



THE ARTSY SIDE OF SLO CAL

# DIVE INTO *Local Culture*

The creative pulse is strong in SLO CAL. Peruse independent galleries, shop makers markets, and admire public art. Visit museums, tour historic missions, and explore grand estates. Hear live music under the stars, wander through an otherworldly glowing field of light, and attend fairs and festivals. Collect one-of-a-kind SLO CAL Crafted treasures to bring home as keepsakes of your memorable journey.

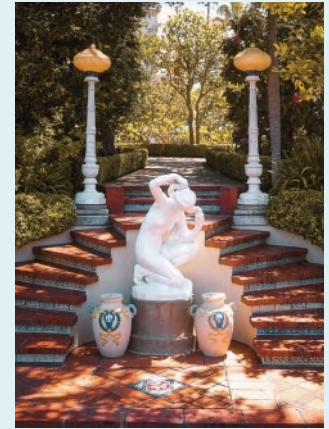


*Sensorio  
Paso Robles  
awes and  
delights*  
SEE PAGE 97



# The Grand Hearst Castle

Built as a "country house," it's now one of the world's most remarkable estates



## How to Experience Hearst Castle

IT TAKES MORE THAN ONE VISIT TO TRULY SEE ALL OF HEARST CASTLE.

Offering an overview of the main building known as Casa Grande, the **Grand Rooms Tour** is considered the classic introduction to the castle.

The **Upstairs Suite Tour** takes you into such areas as Hearst's Gothic Suite in Casa Grande, while the **Cottages & Kitchen Tour** explores the estate's ornate cottages.

Architectural buffs can choose from tours that emphasize the estate's design: **The Designing the Dream Tour** traces the evolution of the castle's architecture over nearly three decades, while the immersive and intimate **Julia Morgan Tour** examines the great architect's career as docents lead you throughout the castle, including areas inaccessible on other tours.

*Check [hearstcastle.org](http://hearstcastle.org) for seasonal events, including Evening Tours and Holiday Twilight Tours.*



### Plan Your Castle Visit

RESERVE TOURS AHEAD OF TIME!

The visitor center and gift shop are open without tour reservations. Shown on a five-story screen, the film *Hearst Castle: Building the Dream* is included with tours. Movie tickets can also be purchased separately. ADA accessible tours are also offered.

**I**t has been said that a man's home is his castle. But for William Randolph Hearst, a castle was his home. The famed media mogul, art collector and political figure was never one to do things in small ways. Nor, with his wealth and power, did he need to.

In 1865, Hearst's grandfather purchased a 40,000-acre ranch near San Simeon that would grow to 250,000 acres by the time Hearst inherited the land. Hearst had grown up camping on a 1,600-foot promontory known as Camp Hill and said, "I would rather spend a month here than any place in the world."

Over the years, Hearst continued to vacation with

his family in furnished tents on Camp Hill before finally deciding he wanted to "build a little something" that would become Hearst Castle. In 1919, he hired renowned architect Julia Morgan and construction began. Hearst and Morgan collaborated on the Spanish Colonial and Mediterranean Revival estate for 28 years.

Come to this 165-room, 127-acre estate and you'll discover an earthly paradise of lavish gardens and shimmering pools. Four major structures incorporate the paintings and antiquities Hearst collected, as well as the architectural elements that he salvaged from buildings around the world.





Mission San Luis Obispo de Tolosa

LOCAL CULTURE

# Missions & Museums

Step back in time and expand your mind exploring SLO CAL's cultural attractions

## Step Back in Time

SLO CAL is home to two of California's 21 historic missions that formed the El Camino Real from San Diego to Sonoma. Founded in 1772, **Mission San Luis Obispo de Tolosa** is an anchor of downtown SLO. Its museum is filled with exhibits recounting local history, mission life and Native

American artifacts.

Further north, **Mission San Miguel** was established in 1797, and also has a museum and gift shop.

## Visual Arts

**San Luis Obispo Museum of Art** is a small but mighty contemporary art museum in San Luis Obispo's cultural

corridor with two gallery spaces and outdoor murals. Visual arts appreciators will also want to check out **Sculptera Winery & Sculpture Garden** in Paso Robles featuring larger-than-life sculptures.

## The Need for Speed

Set on the grounds of a World War II Air Force Base, **Estrella Warbird Museum** in Paso Robles is dedicated to the restoration and preservation of military aircraft, vehicles and memorabilia. Admission also gives you access to the **Woodland Automobile Display** focused on auto racing. Boats and all things seafaring are the focus at **Morro Bay Maritime Museum**. See the historic tugboat *Alma* and explore *DSRV Avalon*, one of only two Cold War-era rescue submarines developed by the U.S. Navy that was featured in the 1990 film *The Hunt for Red October*.



### Public Art Abounds

Explore more than 30 murals on the SLO CAL Mural Trail. Download the map to plan your route.



## Secret Garden

LEARN ABOUT NATIVE PLANTS AT SAN LUIS OBISPO BOTANICAL GARDEN.

Learn about local animals, flowers and volcanoes on the Discovery Trail. Check out exhibits dedicated to Mediterranean growing regions around the world and let the kids run free in the Children's Garden.



## Animal Planet

ATASCADERO'S CHARLES PADDOCK ZOO IS HOME TO HUNDREDS OF ANIMALS FROM AROUND THE WORLD.

Dedicated to conservation and set on five acres at Atascadero Lake Park, this easy-to-navigate zoo delights visitors with animal world encounters as diverse as flamingos, red pandas, tigers, tortoises and crocodiles.





The sheer volume of talented makers, artisans and creative entrepreneurs living and working in SLO CAL inspired Visit SLO CAL to create an official SLO CAL Crafted® certification. Whether it's bottling distilled spirits, producing award-winning olive oils, hand-shaping surfboards, harvesting local honey or designing jewelry, the program shines the spotlight on small businesses, craftspeople and locally rooted brands that reflect the region's singular character.

### SLO CAL Crafted® Certification Requirements

WHEN YOU SEE THE SLO CAL CRAFTED® LABEL, YOU KNOW A BUSINESS MEETS THE FOLLOWING CRITERIA:

- Headquartered in SLO CAL
- At least 50% of primary design and manufacturing takes place in SLO CAL
- The product is sold in brick-and-mortar retail store(s) located in SLO CAL
- At least one full-time paid employee or the business owner is based in SLO CAL
- Business creates a uniquely local product, experience or service that enhances the local tourism experience



Karla Wenger,  
The Mayan  
Collective

MEET THE MAKERS

## Candles for the People

Karla Wenger, co-founder of The Mayan Collective and co-owner of Greenhouse Coffee Co., introduced the first candle bars to the Central Coast

**B**ack in 2019, Karla Wenger and her husband, Spencer, came up with the idea to sell handmade, clean-burning candles to raise money to support families in need in Guatemala. “We started in our home kitchen, and then we progressed to have a first storefront in Pismo,” she recalled. “We moved to Arroyo Grande and we’ve just opened our second location in San Luis Obispo at the SLO Ranch.” The two brick-and-mortar stores are far from ordinary. The Mayan Collective has a DIY candle bar at both locations, where customers can “Pop in and Pour” to personalize a 14 oz. candle of their own.

Their clean wellness line also includes bath and body products, kitchen soaps and room sprays. Scented items are made to order and can be replenished at the refill station. “There are a lot of endocrine disruptors in everyday things in your house, like cleaning supplies,” Wenger explained of their focus on non-toxic materials. Sustainability is important to the Wengers too, between the eco-friendly materials they use and minimizing waste with their refill station. The new SLO Ranch store also includes their own line of “SLO Life” merch along with items by other local artists they admire.





Derbyshire Vineyard, San Simeon  
Aaron Jackson and Amber Sandoval



Mical Skincare, Cayucos  
Amber Sandoval and Cristy Mical



Aaron Wines, Paso Robles  
Aaron Jackson

CAYUCOS & PASO ROBLES

## As Local as It Gets

Raised on the Central Coast, locals Aaron Jackson and his wife Amber Sandoval are living the dream of their respective businesses, crafting locally made goods on their home turf. Since 2002, Jackson has crafted a range of pinot noirs and petite sirah blends from across the SLO CAL coast at **Aaron Wines** in Paso Robles' Tin City. Stop in for a tasting Thursday to Sunday.

Sandoval, who cofounded **Mical Skincare** with fellow local Cristy Mical, offers high-performance, natural skin care products at their stunning, state-of-the-art brick-and-mortar shop in Cayucos. The products are meticulously formulated by Mical herself, who also offers facial services in the space. Celebrate local craftsmanship and savor the best of the SLO CAL coast.

[aaronwines.com](http://aaronwines.com) | [micalskincare.com](http://micalskincare.com)





Pasolivo olive oil

## SLO CAL Souvenirs

NOT YOUR AVERAGE SOUVENIRS, THESE LOCAL PRODUCTS WILL KEEP YOU IN THE SLO LANE WHEN YOU RETURN HOME.

"The Nine Sisters" art print by **Amanda Lee Designs** depicts the iconic chain of nine volcanic mountains and hills that run from Morro Bay through San Luis Obispo.

**Esteem Surf Co.'s** Love Boat hat is embroidered with their slogan, "Not LA Not the Bay California."

**Pasolivo's** award-winning extra virgin olive oil is pure liquid sunshine bottled.

Entertain the whole family with a SLO CAL themed **Together IN Puzzles**.

**Fable Rune's** Sea Palm & Cypress Lotion will transport you back to the SLO Coast with its evocative woody fragrance.



Surf Gems

MEET THE MAKERS

## Coastal Inspired Jewels

Artist and surfer **Abby Ahlgrim's Surf Gems** jewelry line features one-of-a-kind accessories made with recycled surfboard resin

**D**uring the pandemic, Abby Ahlgrim took the time to learn to surf. The chilly waters in Morro Bay inspired her to find a way to bring some color and femininity into her surf style. "Everyone is required to wear a thick wetsuit and there is little opportunity to express yourself with colorful swimwear like in warmer places in California," Ahlgrim explained. She was hanging out at a surfboard laminating shop at the time and noticed the colorful waste collecting on the ground. She wanted to do something with the resin, and that creative inspiration birthed Surf Gems.

Abby Ahlgrim



"My background is in art and sustainability studies from Cal Poly, and I was inspired to continue pursuing the craft and create something more from the material." She gathers the remnant "surf rocks" and uses her tools to turn them into earrings, necklaces and bolo ties.

While she loves making beautiful wearable art for herself and customers across the country, she simultaneously aims to cultivate a mindful and inquisitive approach to consumerism by working with a byproduct that would otherwise be thrown away. "People all over the place who own and wear [Surf Gems] and share them get to have conversations about where they come from and what they're wearing," Ahlgrim said. "My hope is that people think a little bit more about how things are made and think more about the behind the scenes and the mass amounts of waste that exist because of so much production on this planet."

You can find Surf Gems in boutiques around SLO CAL, online and at select pop-up markets. "I have really enjoyed watching Surf Gems grow throughout SLO County, California, Hawaii and on the East Coast. I ship all over the country!"



MEET THE MAKERS

# Mixed to Perfection

Lauren Butler, the co-owner and founder of Yes Cocktail Co., is passionate about supporting local farmers as she grows her successful cocktail accessory business headquartered in Paso Robles

**L** Lauren Butler and her husband started Yes Cocktail Co. as a small farmers market business back in 2015. “We definitely didn’t intend to expand to where we are today,” she reflected. “We were at the right place at the right time: a global pandemic paired with a business that was perfect for drinking at home!”

Yes Cocktail Co. handcrafts artisanal, 100% natural cocktail mixers, garnishes, cubes and syrups. Their farmers market roots remain integral to the business; they strive to source everything from within a 50-mile

radius and work with many local growers to source produce, herbs, spices and botanicals. For example, in the fall they released a hot honey syrup in collaboration with Paso Robles farmers, Sierra Honey Farms. “Everything we make is inspired by the area and the farmers we work with, and that makes it extra special.”

Today, the company is housed in a 5,000-square-foot production facility, warehouse and tasting room in an up-and-coming area of Paso Robles named Union Road Collective. They offer zero-proof nonalcoholic mixol-

ogy classes and tastings as well as spirited cocktail instruction.

“Whether you’re a seasoned pro or a very new to cocktail kind of person, we’ve got a class for you,” Butler explained. “We can tailor it to any skill level of mixology experience.”

They are also releasing a zero-proof amaro and nonalcoholic spirits to round out their offerings. In addition to visiting and sampling at the source, you can also find the Yes Cocktail Co. line at local distilleries and more than 3,000 retailers across the country.



Yes Cocktail Co.



Lauren Butler and Brandon Alpert



Elevated mixology accessories



Festival Mozaic is held every July.

*Plan a trip  
around  
a festival or  
concert!*  
SEE PAGES 98-102





LOCAL CULTURE

# The Quirky & the Cool

Add these uniquely SLO CAL icons to your itinerary



Madonna Inn

## Sensorio Paso Robles

Art, nature and technology converge at the magical **Sensorio Paso Robles**. After sunset, the hillsides light up with solar-powered immersive art installations created by artists Bruce Munro and the HYBYCOZO collective. Walk along glowing pathways through the colorful lights and linger over dinner at the on-site restaurant or food truck. An upgraded terrace experience grants access to a prime vantage point to look out over Munro's Field of Lights while enjoying food and beverage service and other VIP amenities.

## The Great American Melodrama

A staple of Oceano dating back to 1975, **The Great American Melodrama** presents highly entertaining, comedic live professional theater followed by a vaudeville revue filled with song and dance. Staffed by actors, the throw-

back snack bar serves munchies, meals, sweet treats, beer and wine.

## Lazy Arrow Adventures

Cattle have been grazing on **Camatta Ranch** since the 1800s, and it's not much different today. The family-run guest ranch and cattle operation gives visitors a chance to live the cowboy lifestyle. You don't have to be a guest to take the two-hour Safari Truck Tour.

## Madonna Inn

You can't miss the **Madonna Inn**, SLO CAL's most storied hotel, driving on US-101 through the southern end of San Luis Obispo. The property's first rooms were completed in 1958, and over the years, more rooms and public spaces were added. Today, there are 110 guest rooms—all decorated differently according to a theme. Kitschy in the best of ways, Madonna

Inn's bright pink and floral restaurants and bars offer a fun way to experience the inn's over-the-top character if you're not a hotel guest.

## Historic Chinatown

Designated **Chinatown Historic District** by the City of San Luis Obispo, the downtown block of Palm Street between Morro and Chorro streets was a thriving Chinatown. Among the few remaining original landmarks, the **Ah Luis Store** was the center of Chinatown from 1874 until 1930. Today, an event-planning company occupies the building and runs a gift shop that nods to the general store concept of its longtime owner. Mr. Ah Luis, a native of the Guangdong Province, was credited with bringing Chinese workers to the Central Coast to help build the railroad. Adjacent to the shop, a mural featuring the Chinese characters for "Love" and "Double Joy" celebrates the city's early Chinese residents. Across the street,

Ah Luis Store



the vintage neon sign at **Mee Heng Low** noodle house beckons Chinese food lovers while **S. Low Bar** at nearby Hotel SLO pays homage to Chinatown with its neon Chop Suey sign.



Find authentic flavors in San Luis Obispo's Chinatown.



**SEEING STRIPES:** Look inland along Highway 1 near **Hearst Castle** and you might spot a herd of zebras, the descendants of animals that were once part of the world's largest private zoo.



# Catch a Show

Eclectic venues host a rich performing arts roster

SLO CAL resounds with music and performance year-round. From drama and comedy to classical, country-western and pop, music and theater lovers can dip a toe into all genres.

One of the top tickets featuring major touring artists, **Vina Robles Amphitheatre** hosts outdoor concerts April through November in a picturesque wine country setting outside of downtown Paso Robles. With a capacity of 3,300, it's one of SLO CAL's largest entertainment venues.

Originally a movie theater that first opened its doors in 1941, the historic **Fremont Theater** in downtown San Luis Obispo hosts live entertainment ranging from country and rock to festivals and comedy. **Libertine Brewing Co.** and **The Rock at SLO Brew** are equally popular downtown San Luis Obispo venues



showcasing live music weekly.

**Avila Beach Golf Resort** hosts an annual outdoor concert series May through October under the banner of "Concerts at the Cove." Every Saturday from April through July, **Sea Pines Golf Resort** in Los Osos presents "Barefoot Concerts on the Green."

**The Siren** is Morro Bay's go-to live music venue for "rhythm and booze," with local bands and touring acts on stage several nights a week. **Old Cayucos Tavern**

features bands on weekends in its classic western saloon setting.

**Basin Street Regulars Hot Jazz Club** takes the jazz genre show on the road, presenting monthly gigs in different locales throughout the Central Coast on the last Sunday of the month. At the end of every October, the organization also hosts Jazz Jubilee Central Coast. **San Luis Obispo Repertory Theatre** has been presenting professional theatre to Central Coast audiences since 1947.



PISMO BEACH

## Basin Street Regulars

Find your rhythm with the Basin Street Regulars Hot Jazz Club! Jazz lovers and curious newcomers alike are invited to experience electrifying monthly concerts and a yearly Jazz Jubilee festival.

basinstreetregulars.com | basin street regulars  
 @basinstreetregulars | basinstreetregulars



Libertine Brewing Co.





SAN LUIS OBISPO

## Festival Mozaic

Featuring renowned artists, Festival Mozaic's San Luis Obispo Music Festival offers a unique blend of classical and contemporary performances. The concert series is an immersive event, enriching the community with exceptional music and cultural experiences.

[festivalmozaic.org](http://festivalmozaic.org) | @festivalmozaic



NIPOMO

## Dana Adobe at Historic Rancho Nipomo

Visit the Dana Adobe and explore 130 acres of California's early history, people, cultures and natural environment.

[danaadobe.org](http://danaadobe.org)  
 dana adobe & cultural center | @danaadobe

SAN LUIS OBISPO

## San Luis Obispo Museum of Art (SLOMA)

Featuring artists from around the corner and world, SLOMA's admission-free exhibitions are a must-see for residents and tourists alike. Visit SLOMA in downtown during First Fridays for after-hours mixers and Second Saturdays for free family art days. The museum is open 11 a.m. to 5 p.m., Thursday to Monday.

[sloma.org](http://sloma.org)  
 @slomuseumofart





PASO ROBLES

# Estrella Warbirds Museum

From rare military aircraft and vehicles to an amazing collection of restored automobiles, experience history firsthand at the Estrella Warbirds Museum and Woodland Auto Display. Dedicated to restoring and preserving military aircraft, vehicles and memorabilia, the 14-building museum complex showcases fighter airplanes and a state-of-the-art F/A-18 cockpit simulator (flight time is by appointment only). The Woodland Auto Display is a 20,000-square-foot hall packed with vintage autos—from American and European classics to racetrack winners—and has been called the best auto museum on the Central Coast!

[ewarbirds.org](http://ewarbirds.org) | [@estrellawarbirdsmuseum](https://www.instagram.com/estrellawarbirdsmuseum) | [woodlandautodisplay.com](http://woodlandautodisplay.com) | [@woodlandautodisplay](https://www.instagram.com/woodlandautodisplay)





SAN LUIS OBISPO

## San Luis Obispo Repertory Theatre

Experience live theater at SLO REP, the county's only professional, nonprofit theater. See the best actors and productions onstage at the intimate 97-seat venue.

[slorep.org](http://slorep.org) | [@sloreptheatre](https://www.instagram.com/sloreptheatre)



SAN LUIS OBISPO

## Central Coast Renaissance Festival

Celebrating the culture and traditions of the Renaissance era, this annual festival offers historical reenactments, period costumes, live entertainment and artisan crafts.

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

[central coast renaissance festival](https://www.facebook.com/centralcoastrenaissancefestival)  
[@centralcoastrenaissancefest](https://www.instagram.com/centralcoastrenaissancefest)



MORRO BAY

## David J Rogers Fine Art Gallery

Visit the David J Rogers Fine Art Gallery, a thriving gem in downtown Morro Bay. For six years, the gallery has featured artist David J. Rogers' stunning watercolors celebrating the Central Coast's beauty. Explore the collection and experience the charm of local artistry in a picturesque setting. See you soon!

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

[david j rogers fine art gallery](https://www.facebook.com/davidjrogersfineartgallery)



# 2025 Calendar of Events

Signature SLO CAL events worth planning a visit around

## January

**Polar Bear Plunges**  
January 1

**Morro Bay Bird Festival**  
January 16-20

**World Surf League SLO CAL Open at Pismo Beach**  
January 20-26

## February

**Cambria Film Festival**  
February 5-9

**Paso Robles BlendFest on the Coast**  
February 22-25

**SLO Craft Beer Fest**  
February 22

## March

**Central Coast Beer Festival**  
March 22

**March Triathlon Series**  
March 9

## April

**Poly Royal Rodeo**  
April 9-12

**Wine for Paws Weekend**



Spot a red-winged blackbird at the Morro Bay Bird Festival.

**San Luis Obispo International Film Festival**  
April 24-29

**Morro Bay Kite Festival**



**SLO Coast Wine Fest**

## May

**Shabang Music Festival**  
May 2-3

**Atascadero Tamale Festival**  
May 2-3

**Paso Robles Wine Festival**  
May 15-18

**The Classic at Pismo Beach Car Show**  
May 30-June 1

**Cayucos Antique Street Fair**

## June

**Juneteenth SLO**  
June 21

**SLO CAL Farm Trail Open Farm Days**

**Firestone Walker Invitational Beer Fest**

**Pride in the Plaza**

## July

**Fourth of July Festivities**  
July 4

**Central Coast Renaissance Festival**  
July 19-20

**California Mid-State Fair**  
July 16-27

**Festival Mozaic**

## August

**Art in the Park Morro Bay**  
August 29 -September 1



**Paso Robles Distillery Trail Weekend**

**Atascadero Cruisin' Weekend**

**Avila Beach Mac & Cheese Festival**

## September

**Arroyo Grande Harvest Festival**  
September 26-27



**Central Coast Tennis Classic**

**A-Town Art Hop**

**Whale Rock Music Festival**

**Brew at the Zoo**

## October

**Harvest Wine Month Paso Robles**  
October 1-31

**Cambria Scarecrow Festival**  
October 1-31

**Jazz Jubilee Central Coast**  
October 20-31

**Witches & Warlocks Paddle**  
Late October

**Pismo Beach Clam Festival**

## November

**Atascadero Fall Fest**

**Garagiste Wine Festival**

**City to the Sea Marathon**

## December

**Cambria Christmas Market**  
December 1-31



## Live Music Season

SUMMERS ARE FOR CONCERTS & GIGS

If you love live music, summer in SLO CAL is all about seeing shows, attending music festivals and picnicking in parks and vineyards while listening to bands. Scan the QR code below to access the latest calendar of events and time your summer road trip around your favorite genre or artist.



Stay up to date on SLO CAL events.

Scan for more details on entertaining happenings.





PHOTOS COURTESY OF BRITTANY APP



PASO ROBLES

# California Mid-State Fair

Every summer, the Paso Robles Event Center transforms into the California Mid-State Fair. Over the course of 12 days in July, fairgoers enjoy thrilling carnival rides, fair food classics and captivating live entertainment. The Fair hosts livestock and horse shows, as well as agricultural exhibits that honor the skills and dedication of local farmers and hobbyists. One of the Fair's main highlights is its impressive concert series, featuring performances by world-renowned artists across various music genres. With its vibrant mix of entertainment, education and community spirit, the Fair is a cherished event that brings people together to celebrate the Central Coast. Experience the Fair yourself, July 16-27, 2025.

midstatefair.com | [f](#) [@](#) [d](#) @californiamidstatefair





Greengate Ranch in San Luis Obispo



Tie the knot in SLO CAL.



## DESTINATION WEDDINGS

# SAY "I DO" in Slo Cal

The singular ambience of SLO CAL sets the stage for distinctive destination weddings that take full advantage of the diversity of majestic settings, from the mountains and valleys to the seaside.

**S**LO CAL is a beloved destination wedding location for couples in search of spectacular settings to tie the knot, be it on the coast or in wine country. It's all about the historic charm at **Cass House** (Cayucos), **Harmony Wedding Chapel** (Harmony), **Portola Inn** (Atascadero), **Dallidet Adobe** (San Luis Obispo), **Heritage House Museum Gardens** (Arroyo Grande) and **Dana-Powers House** (Nipomo). For venues with coastal views, consider **Ragged**

**Point Inn** (Ragged Point), **The Cliffs Hotel and Spa** (Shell Beach), **Dolphin Bay Resort** (Shell Beach) and **Cayucos Landing** (Cayucos). Rural stunners include **Santa Margarita Ranch** (Santa Margarita), **Higuera Ranch** (San Luis Obispo) and **Loomis Family Barn** (Arroyo Grande). Among the dozens of Paso Robles wineries that cater to brides and grooms are **Villa San Juliette Winery**, **Summerwood Winery and Inn**, **CaliPaso Winery** and **HammerSky Vineyards**.



## SLO CAL Style Wedding Vendors

PUT THESE LOCAL SUPPLIERS ON YOUR SHORT LIST.

### Full Service Wedding Planning

- All About Events

### Floral Arrangements and Bouquets

- Noonan Wine Country Designs
- Idlewild Floral

### Pop-up Cocktail Bar

- Paso Robles Wine Merchant

### Clever Balloon Designs

- Karson Butler Events

### Vintage VW Photo Booth

- Bessy The Photo Bus

### Blingy Rings

- Baxter Moerman Jewelers

### Catering

- Field to Table Events
  - Thomas Hill Organics
  - Trumpet Vine Catering

### Cake Designs

- The Cakery
- Cake Cathedral
- Just Baked SLO



SAN LUIS OBISPO

# Trumpet Vine Catering

Trumpet Vine Catering is your go-to culinary partner for unforgettable events along California's Central Coast. Using the finest locally sourced organic produce, classically trained chefs and bartenders bring their expertise to every event. The catering service specializes in crafting custom menus and offers a diverse range of cuisines.

[trumpetvinecatering.com](http://trumpetvinecatering.com) | [@trumpetvinecatering](https://www.instagram.com/trumpetvinecatering)

PASO ROBLES & SAN LUIS OBISPO

## All About Events

Locally owned and operated, AAE is your one-stop source for wedding and event rentals in SLO CAL. From large-scale tents and dance floors to tables, chairs, linens and on-trend table settings, AAE has the pieces to present your wedding day or event with style. A team of experts will help every step of the way.

[allaboutevents.com](http://allaboutevents.com)  
[@allaboutevents](https://www.instagram.com/allaboutevents)





NIPOMO

## Field to Table Catering & Events

In addition to weddings, Field to Table also offers catering services for corporate lunches, holiday dinners, birthday parties, drop-off and pickup meals and more. The team will work with you to curate the perfect event menu!

fttevents.com | @fieldtotableevents



ISTOCK.COM/FOTTODK

### WEDDING PLANNING

# True Romance

SLO CAL has all of your wedding needs covered



**Put a ring on it!**  
Scan to access  
SLO CAL wedding  
planning resources  
and inspiration.

From venues and service providers to destination wedding activity ideas and photographers, Visit SLO CAL offers a suite of helpful destination wedding planning resources online. Before you start looking for vendors, browse the galleries of stunning imagery from SLO CAL weddings for real life

inspiration. Start dreaming up your perfect big day!



WEDDINGS

CAYUCOS

## San Luis Obispo County Parks and Recreation

A cherished community gem, Cayucos Landing is restored and ready for your special event. Enjoy the grand main hall, commercial kitchen, versatile meeting spaces, wraparound deck and barbecue area—all with breathtaking ocean views. Don't miss your chance to create unforgettable memories at the historic Cayucos Landing. Reservations open early 2025!



slocountyparks.com

san luis obispo county parks & recreation

@slocountyparks





Tognazzini's Dockside in Morro Bay



Hidden Kitchen in Cayucos



SAN LUIS OBISPO  
**Tails Pet Boutique**

Established in 1998, Tails is a one-of-a-kind shop for local dog and cat lovers to purchase food, treats, toys and other supplies. Visit the shop in downtown or at the SLO Ranch Farms & Marketplace.

tailsinslo.com | tails pet boutique  
 @tailspetboutique

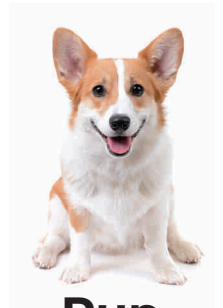
PET-FRIENDLY TRAVEL

# Dogs are Welcome!

There's no need to leave your canine companions at home when visiting SLO CAL. From hotels, breweries, wineries, parks and trails, the region is extra dog-friendly. Dogs are welcome on-leash at most beaches and can frolic off-leash and splash in the surf at beaches including Morro Strand State Beach and Olde Port Beach in Avila. **See page 63 for dog-friendly wineries.**



**Bring your pup!**  
 Peruse SLO CAL's full dog-friendly travel guide online.



## Pup-Friendly Patios

**Colony Market & Deli**  
 Atascadero

**Sea Shanty**  
 Cayucos

**Novo**  
 San Luis Obispo

**The Custom House**  
 Avila Beach

**Woodstone Marketplace**  
 Avila Beach



# Local Lodging

Find your SLO CAL home away from home

SLO CAL abounds with inviting lodging options for every type of traveler and party size. Think elegant wine country inns, stylish boutique hotels, sophisticated urban retreats, beachfront resorts and spacious vacation rentals. Choose from coastal, countryside and urban settings, and properties ranging from full-service to contactless check-in. One of the elements that sets the region's lodging lineup apart is the high percentage of independent and family-owned accommodations. For brand loyalists, the international chain hotels are also well represented.

STAY







SAN LUIS OBISPO COUNTY

# Beachside Rentals, Inc.

Beachside Rentals, Inc. is a locally owned and operated company that has proudly offered short-term rentals along the Central Coast for more than 30 years. Providing the best possible beach access for visiting families and guests, the properties are west of Highway 1 in Cayucos, Morro Bay and Cambria. All vacation homes are located on the oceanfront, directly across from the beach or within blocks of beach access. Call today (805-995-3680) to speak with friendly and knowledgeable local staff, or view homes online to enjoy a peaceful vacation on California's Central Coast.

[beachsiderentals.com](http://beachsiderentals.com) |   @beachsiderentalsinc



PASO ROBLES

## ONX Wines

For your next wine-country getaway, stay at the ultimate Paso Robles destination. The ONX Wines vineyard stays boast stunning views and unparalleled hospitality. Reserve Briarwood Cottage, Clark House or Kiler Canyon Ranch House (or the adjoining apartments), all of which are impeccably furnished and offer vineyard views.

[onxwines.com/vineyard-stay](https://onxwines.com/vineyard-stay) | [@onxwines](https://www.instagram.com/onxwines)

PASO ROBLES

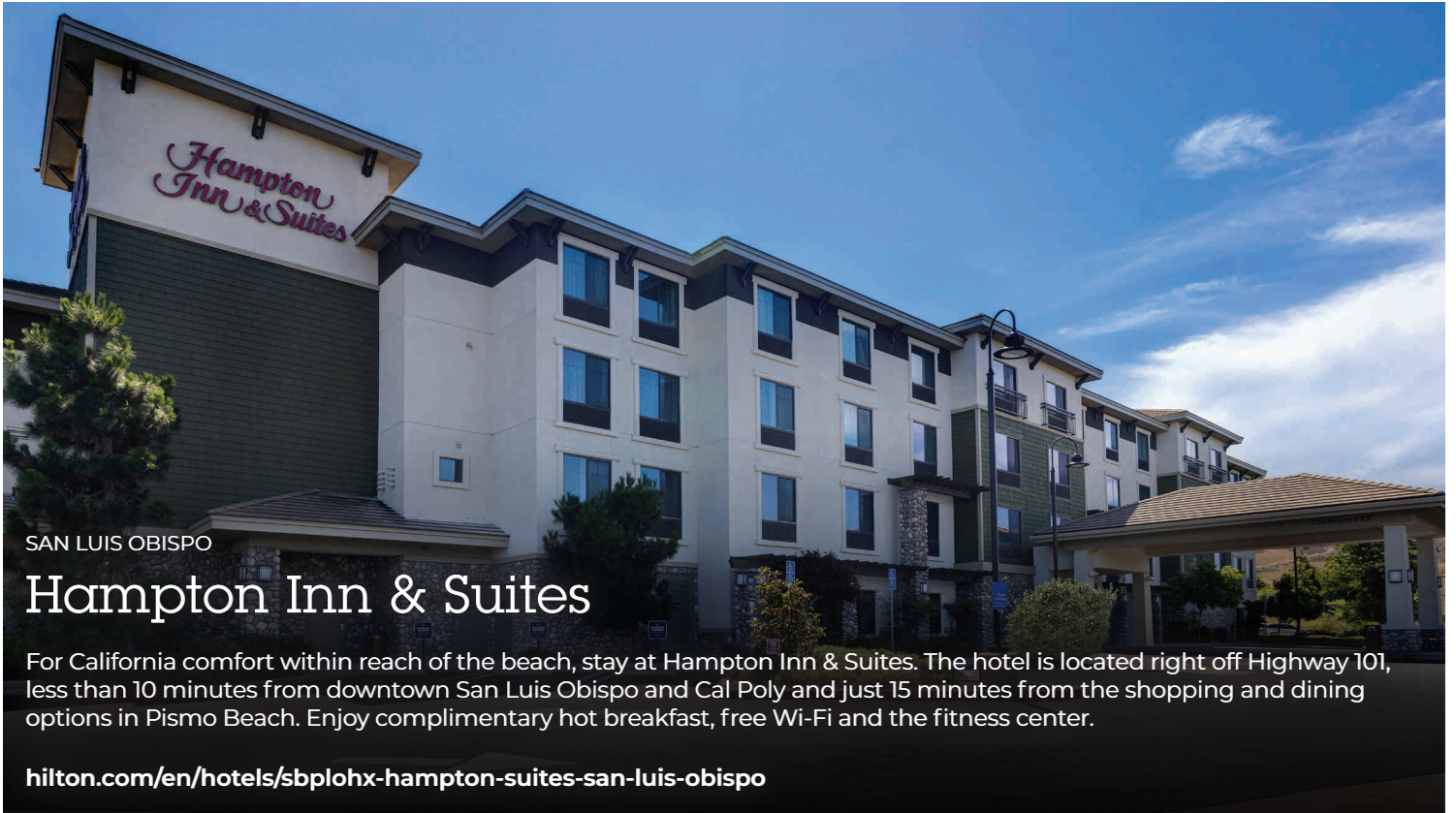
## Saunders Vineyard Villa

Saunders Vineyard Villa offers luxury amenities and breathtaking views. Ten minutes from downtown, surrounded by vineyards and steps from the Hearst Ranch Winery Paso tasting room, this sprawling six-bed, six-bath home is your gateway to the Central Coast. The tiled 50-foot pool and Jacuzzi beg you to soak in the beauty of wine country!

[vrbo.com/2354342](https://vrbo.com/2354342)







SAN LUIS OBISPO

## Hampton Inn & Suites

For California comfort within reach of the beach, stay at Hampton Inn & Suites. The hotel is located right off Highway 101, less than 10 minutes from downtown San Luis Obispo and Cal Poly and just 15 minutes from the shopping and dining options in Pismo Beach. Enjoy complimentary hot breakfast, free Wi-Fi and the fitness center.

[hilton.com/en/hotels/sbplohx-hampton-suites-san-luis-obispo](https://hilton.com/en/hotels/sbplohx-hampton-suites-san-luis-obispo)

PASO ROBLES

## Sun Outdoors Paso Robles

Situated in the heart of wine country and just 30 minutes away from the Pacific Ocean, Sun Outdoors Paso Robles is the perfect destination for those seeking a lavish vacation or RV camping experience. The resort offers exceptional amenities including two pools, a spa, a wellness center, a restaurant and bar and nature trails.

[sunoutdoors.com/california/sun-outdoors-paso-robles](https://sunoutdoors.com/california/sun-outdoors-paso-robles)

 sun outdoors paso robles  
 @sunoutdoorspaso





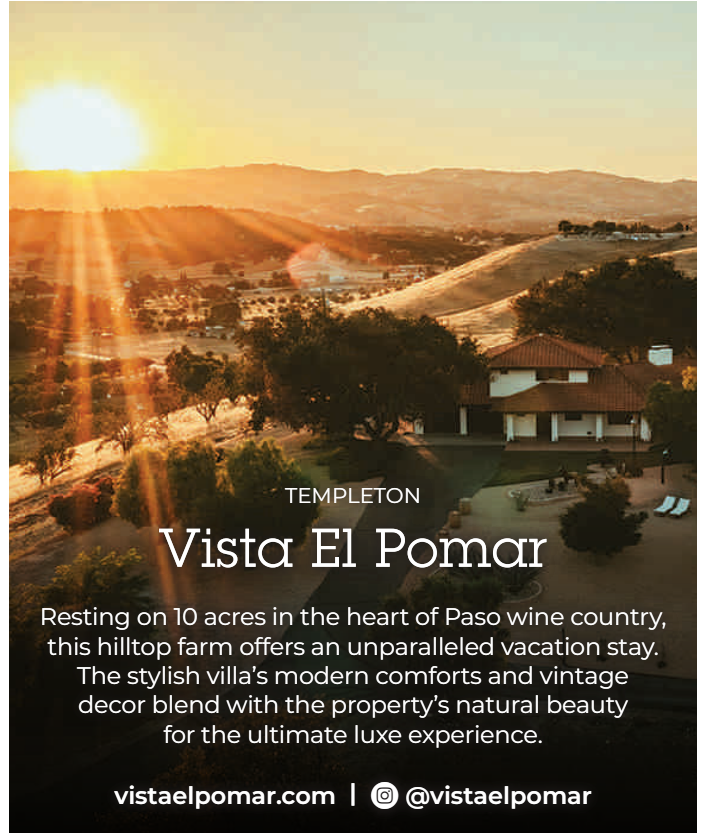


PASO ROBLES

## Halter Ranch

Halter Ranch's newly remodeled historic lodgings are a serene retreat offering luxurious amenities and on-site experiences. Walk among the vines and olive groves, wander into the nearby tasting room or lounge by the pool.

[halterranch.com/lodging](http://halterranch.com/lodging) | [@halterranch](https://www.instagram.com/halterranch)



TEMPLETON

## Vista El Pomar

Resting on 10 acres in the heart of Paso wine country, this hilltop farm offers an unparalleled vacation stay. The stylish villa's modern comforts and vintage decor blend with the property's natural beauty for the ultimate luxe experience.

[vistaelpomar.com](http://vistaelpomar.com) | [@vistaelpomar](https://www.instagram.com/vistaelpomar)



SAN LUIS OBISPO COUNTY

## Digs Vacation Rentals

Escape to California's beautiful Central Coast. Digs Vacation Rentals offers cozy cabins, resort-like estates and other luxury vacation rentals across SLO CAL, from Lake Nacimiento and Nipomo to Cambria and Oceano. Whether you're here for a wine-country getaway, family reunion or just a little R&R, the perfect home away from home is waiting for you.

[digsvacationrentals.com](http://digsvacationrentals.com) | [digs vacation rentals](https://www.facebook.com/digs.vacation.rentals) | [@digs.vacation.rentals](https://www.instagram.com/digs.vacation.rentals)






ATASCADERO

## Chateau Vigne

This luxe, European-style boutique vacation rental has something for everyone. Tucked away but close to everything, it's the perfect gathering place for up to 12 people to unwind, cook, connect and play. With gorgeous grounds, cozy vintage interiors and thoughtful amenities, including a game room, hot tub and plunge pool, this isn't your ordinary Airbnb.

[chateauvigne.com](http://chateauvigne.com) |  [@chateau.vigne](https://www.instagram.com/chateau.vigne)



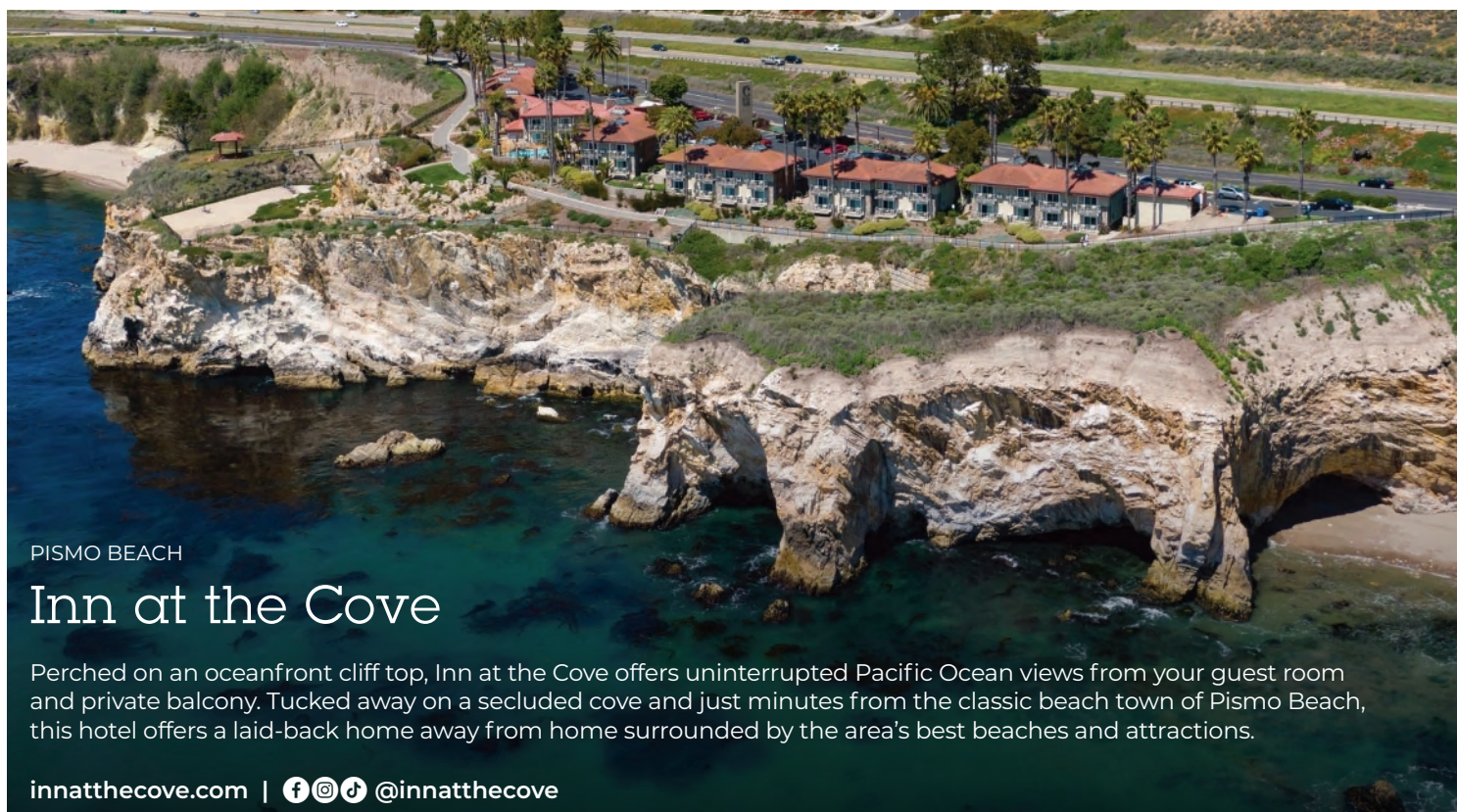
PASO ROBLES

## Allegretto Vineyard Resort

Framed by rolling landscapes and picturesque vineyards, Allegretto Vineyard Resort is a getaway unlike any other. The resort features indoor and outdoor event spaces complemented by Tuscan-style architecture and museum-caliber artwork. Complete with a spa, pool, Allegretto Wines tasting room and Cello Ristorante & Bar, the Allegretto is a world unto itself, encouraging self-reflection, the pursuit of meaning and joyful discoveries.

[allegrettovineyardresort.com](http://allegrettovineyardresort.com)  
 [@allegrettovr](https://www.instagram.com/allegrettovr)





PISMO BEACH

## Inn at the Cove

Perched on an oceanfront cliff top, Inn at the Cove offers uninterrupted Pacific Ocean views from your guest room and private balcony. Tucked away on a secluded cove and just minutes from the classic beach town of Pismo Beach, this hotel offers a laid-back home away from home surrounded by the area's best beaches and attractions.

[innatthecove.com](http://innatthecove.com) | [f](#) [@](#) [d](#) @innatthecove



SAN LUIS OBISPO

## Madonna Inn

World renowned for its 110 uniquely themed guest rooms, Madonna Inn offers a whimsical escape for travelers and locals alike. The Inn is situated on 1,000 beautiful acres and is just minutes from the bustle of downtown. While here, enjoy award-winning restaurants, horseback rides, shopping, spa services, seasonal decor and nightly entertainment.

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

[f](#) @madonnainn

[@](#) @madonnainn1958





MORRO BAY

## Hampton Inn by Hilton

Located right off Highway 1 in Morro Bay, Hampton Inn by Hilton provides guests complimentary breakfast, Wi-Fi, parking, access to the meeting room, indoor pool and fitness center. Walk to the beach or take in the shops and restaurants on the Embarcadero.

[morrobay.hamptonbyhilton.com](http://morrobay.hamptonbyhilton.com)



CAMBRIA

## Bluebird Inn

This stunning mid-century modern inn was built around the historic 1880 Lull House. Enjoy the charming lobby, beautiful gardens, renovated rooms, creekside rooms with fireplaces and balconies and outdoor firepit.

[bluebirdinn cambria.com](http://bluebirdinn cambria.com) | [@bluebirdinn1880](https://www.instagram.com/bluebirdinn1880)  
[@bluebirdinn\\_cambria\\_ca](https://www.instagram.com/bluebirdinn_cambria_ca)



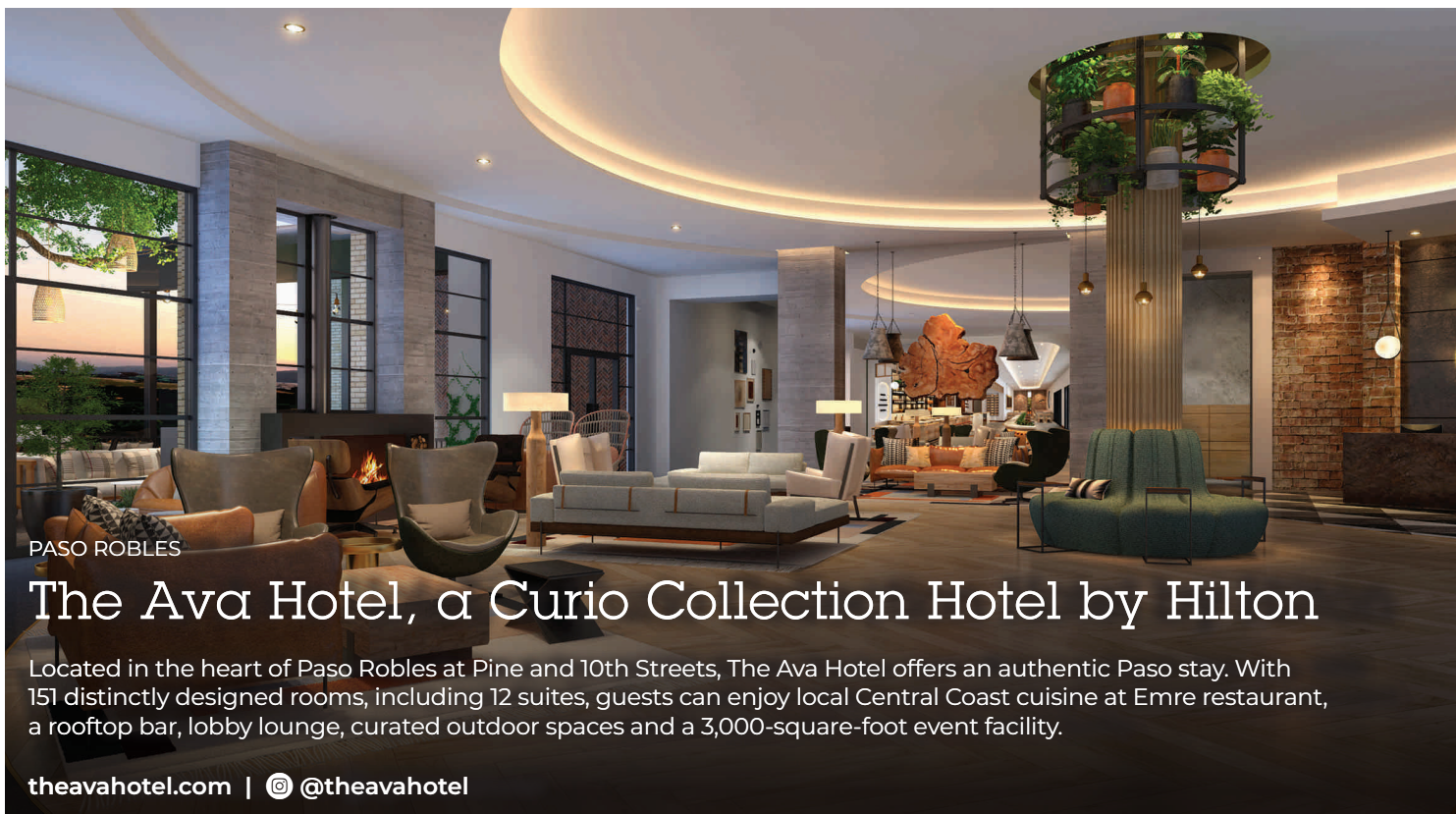
SAN LUIS OBISPO

## Hostel Obispo

Hostel Obispo, home of world-famous sourdough pancakes, is located in a beautiful 121-year-old Victorian home just a short walk from downtown San Luis Obispo. The hostel can accommodate up to 28 guests of all ages from all around the world, and provides a kitchen, washer, dryer and parking for guests to use.

[hostelobispo.com](http://hostelobispo.com)  
[@hostelobispo](https://www.instagram.com/hostelobispo)





PASO ROBLES

## The Ava Hotel, a Curio Collection Hotel by Hilton

Located in the heart of Paso Robles at Pine and 10th Streets, The Ava Hotel offers an authentic Paso stay. With 151 distinctly designed rooms, including 12 suites, guests can enjoy local Central Coast cuisine at Emre restaurant, a rooftop bar, lobby lounge, curated outdoor spaces and a 3,000-square-foot event facility.

[theavahotel.com](http://theavahotel.com) | @theavahotel



SAN LUIS OBISPO

## Sands Inn & Suites

Experience the fully renovated Sands Inn & Suites in prime San Luis Obispo. Enjoy modern rooms, some featuring kitchenettes, and relax in the outdoor pool and Jacuzzi. Discover the perfect blend of comfort and convenience at Sands Inn & Suites. Book your stay today!

[sandssuites.com](http://sandssuites.com)  
@sandsinnsuites





ATASCADERO

## Holiday Inn Express & Suites Atascadero

Experience award-winning service at this locally owned and operated hotel. Enjoy a full hot breakfast, heated outdoor pool and spa, craft beer, wine and snacks.

[hieatascadero.com](http://hieatascadero.com) | [f](#) [@](#) [@hie\\_atascadero](#)



PISMO BEACH

## Pismo Coast Village RV Resort

This resort offers 400 full hookup sites on 26 beachfront acres and plenty of amenities. Enjoy the sunsets, ocean breeze and soothing sound of the surf.

[visitpcv.com](http://visitpcv.com) | [@](#) [@pismocoastvillageresort](#)



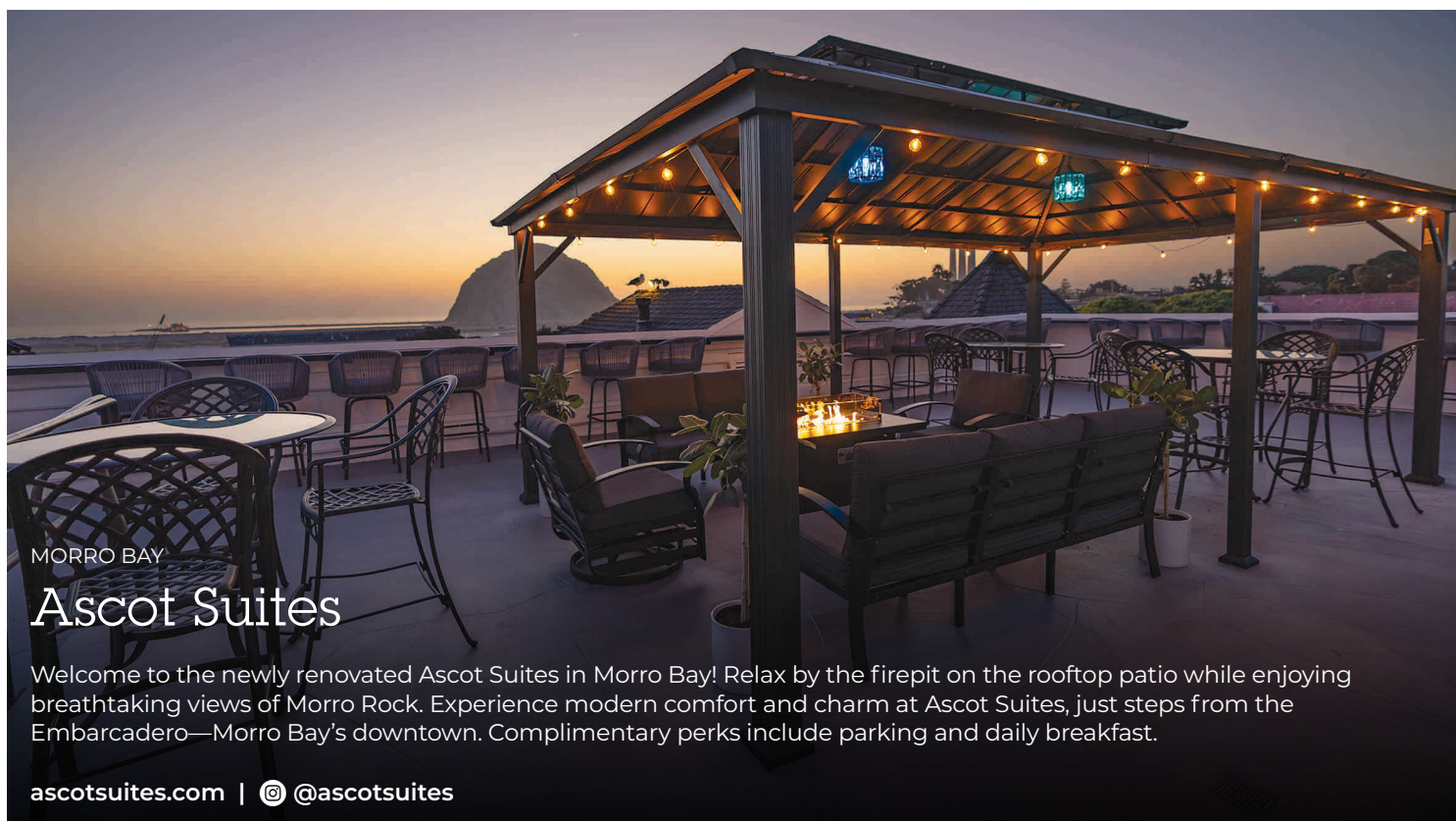
SAN LUIS OBISPO

## TownePlace Suites by Marriott San Luis Obispo

TownePlace Suites by Marriott is an extended-stay hotel where you can balance work and life as you like. The hotel features spacious studios and one-bedroom suites with fully equipped kitchens and dedicated work spaces. Complimentary amenities include Wi-Fi, an outdoor pool and fitness center. And be sure to visit nearby attractions, just minutes away.

[marriott.com/en-us/hotels/sbpts-towneplace-suites-san-luis-obispo](http://marriott.com/en-us/hotels/sbpts-towneplace-suites-san-luis-obispo)





MORRO BAY

## Ascot Suites

Welcome to the newly renovated Ascot Suites in Morro Bay! Relax by the firepit on the rooftop patio while enjoying breathtaking views of Morro Rock. Experience modern comfort and charm at Ascot Suites, just steps from the Embarcadero—Morro Bay's downtown. Complimentary perks include parking and daily breakfast.

[ascotsuites.com](http://ascotsuites.com) | [@ascotsuites](https://www.instagram.com/ascotsuites)

SAN LUIS OBISPO

## The Wayfarer San Luis Obispo

Go beyond the surface at The Wayfarer San Luis Obispo, located near Cal Poly and downtown San Luis Obispo. Stay in one of the 100 academia-inspired guest rooms, dine at the on-site restaurant and bar, Schoolyard, or test your skills at trivia night. With on- and off-campus vibes, The Wayfarer invites you to dive in.

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

[@thewayfarerslo](https://www.instagram.com/thewayfarerslo)







PISMO BEACH

# SeaCrest OceanFront Hotel

Embracing the relaxed vibe of California's Central Coast, the SeaCrest OceanFront Hotel in Pismo Beach offers a lively and family-friendly escape just steps from the Pacific Ocean. Bright, ocean-view guest rooms set the tone for a sun-soaked stay, while the heated pool, surrounded by three hot tubs, invites you to unwind in style. Four terraces, complemented by gas barbecues, provide stunning Pacific Ocean views. Play lawn games and enjoy the convenience of on-site dining at Blast & Brew American Eatery and Tap House. Whether you're lounging by the pool or indulging in poolside delivery, every moment at SeaCrest promises a coastal adventure filled with fun and relaxation.

[seacrestpismo.com](http://seacrestpismo.com) | [f](#) [@](#) [d](#) @seacrestpismo





SAN LUIS OBISPO COUNTY

# Amtrak Pacific Surfliner

Cruise the coast by train! Take the Pacific Surfliner for a memorable journey across Southern California. Stay connected with complimentary Wi-Fi and power outlets while enjoying iconic views. Visit the onboard Market Café for a selection of local food and drinks including wine, beer and cocktails. The Pacific Surfliner serves 29 stations in San Diego, Orange, Los Angeles, Ventura, Santa Barbara and San Luis Obispo counties. From sporting events to concerts to beach towns, where will the train take you?

[pacificsurfliner.com/SLO](https://pacificsurfliner.com/SLO) | [f](#) [@](#) [@pacificsurfliner](#) | [X](#) [@pacsurfliners](#)







SAN LUIS OBISPO

# Cal Poly: The Home of Learn by Doing

Since 1901, Cal Poly's more than 225,000 alumni have been making a tangible impact as innovators and leaders in diverse fields, from engineering and agriculture to business and the arts. Its bachelor's in wine and viticulture—the largest of its kind—is helping transform California's Central Coast into a premier wine region. It's just one of 64 majors where students gain hands-on experience. From vine to glass, and beyond, Learn by Doing is why students choose Cal Poly and why employers choose them. And it's one reason why there are close to 1,000 wineries on the Central Coast, and growing.

[calpoly.edu/learn-by-doing](http://calpoly.edu/learn-by-doing) |   @calpoly