

SLO CAL

THE CENTER OF CALIFORNIA'S CENTRAL COAST



2026 OFFICIAL VISITOR MAGAZINE

PASO ROBLES

Sensorio

When the sun dips below the Paso Robles hills, Sensorio begins to glow.

What began in 2019 with the internationally acclaimed *Field of Light* by Bruce Munro has become California's largest immersive art experience—spanning more than 35 acres and featuring seven exhibits that blend light, color and sound into something truly extraordinary. The newest addition, FOSO (Fiber Optic Symphony Orchestra), transforms music into motion. Featuring dozens of glowing light discs that shift color in perfect sync with an original orchestral score, FOSO is a dynamic, immersive experience that surrounds guests in rhythm and light.

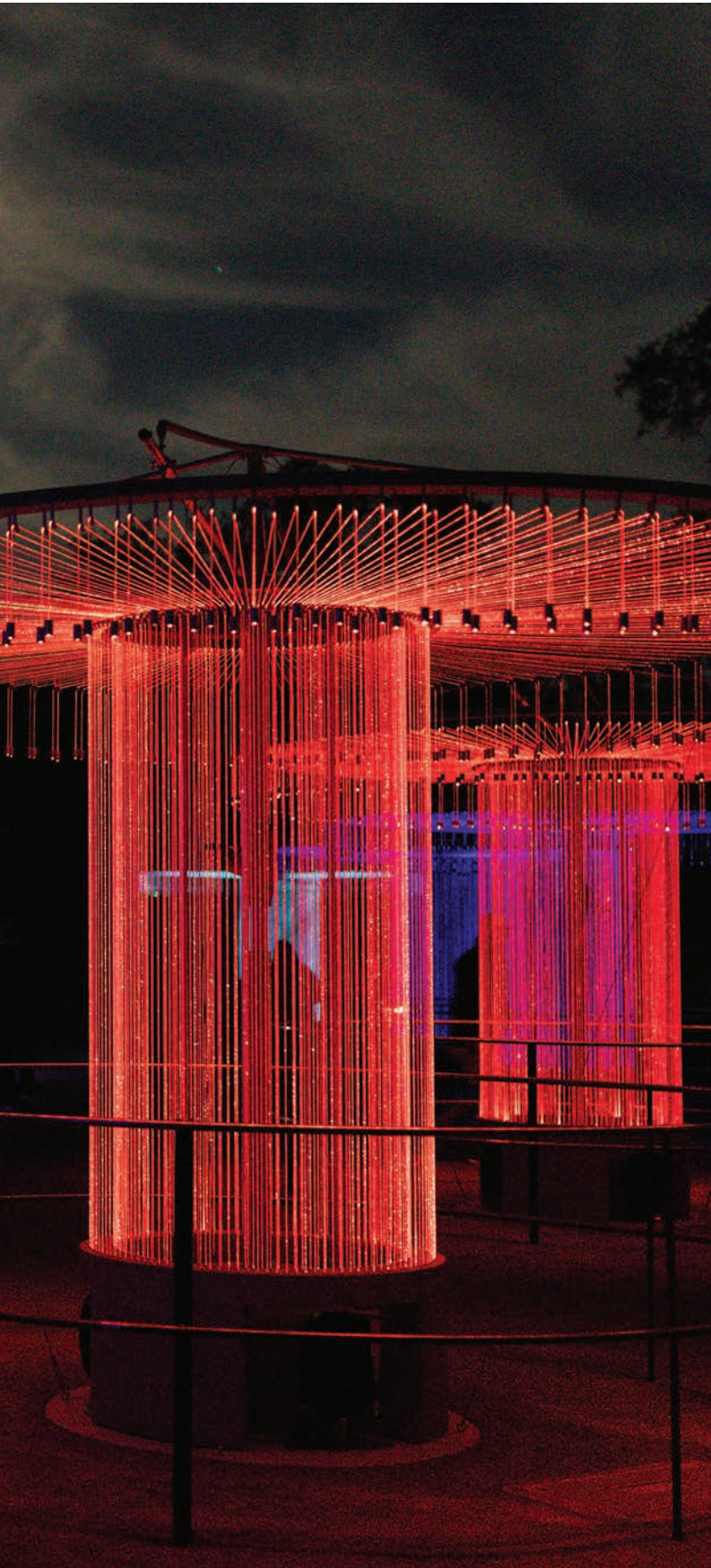
More than an art installation, Sensorio offers a complete evening of entertainment. Enjoy craft cocktails and local wines, live music and a variety of dining options—from a full-service restaurant and bar to food trucks and Airstream cafes. Relax on the event lawn, take in performances on the main stage or upgrade to the Terrace Experience for premium views and perks.

Discover the tastes, sights and sounds of Sensorio—an unforgettable destination for families, couples and groups. Open year-round, Sensorio is also available for private and corporate events.

sensoriopaso.com

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WELCOME





LIFE'S TOO BEAUTIFUL TO RUSH

2026



COVER IMAGE:
Pismo Beach Pier

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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.





PASO ROBLES & SAN LUIS OBISPO

Nomada

Rooted in California's Central Coast, Nomada Hotel Group brings a design-forward approach to restoring iconic properties up and down Highway 101—from Granada Hotel & Bistro in downtown San Luis Obispo to River Lodge and Farmhouse in Paso Robles to Skyview Los Alamos and Hotel Ynez in Santa Barbara County. Whether it's a hotel, restaurant or cocktail lounge, each Nomada destination blends historic charm with modern style. Expect one-of-a-kind stays that celebrate place, design and a deep respect for local history.

nomadahotelgroup.com | @nomadahotelgroup



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, 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 | [f](#) @hotelslo | [@thehotelslo](#)





You're Here!
FIND YOUR SPOT
IN THE SAND
ON PAGE 70.

Avila Beach

Welcome to SLO CAL

Where Every Turn Tells a Story

Welcome to San Luis Obispo County, where the pace is unhurried, the people are authentic and every turn leads to something extraordinary. Here, small-town charm meets coastal cool—from sun-drenched beaches to rolling valleys and oak-studded backroads of wine country. SLO CAL is a place of “turns well taken.” Trace the rugged cliffs along Highway 1, wind through the vineyards of Paso Robles and the SLO Coast and stop in our picturesque villages along the way.

From Hearst Castle and Sensorio to rustic farm stands and exceptional dining, SLO CAL's cultural and culinary experiences range from humble to elevated. Savor Michelin-starred menus or pull up a stool at a seaside shack serving the day's freshest catch. Whether hiking misty ridgelines, biking coastal trails, soaking in natural mineral springs or exploring tide pools and art installations, you'll feel our deep-rooted commitment to sustainability and wellness.

The SLO CAL community values the land, honors its makers and welcomes all with open arms. Even better, SLO CAL's open roads and lack of traffic make it easy to hop from vineyard to village, coastline to countryside and enjoy every mile and each turn. SLO CAL is the scenic route, so linger a little longer. Discover the stories, flavors and people that make SLO CAL shine.

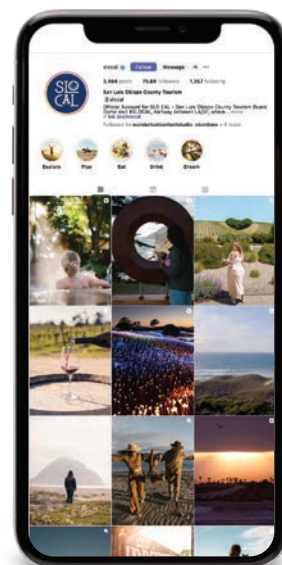
Happy travels! We're thrilled to have you here.

—Cathy Cartier, President & CEO of Visit SLO CAL

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.

   @slocal
 @slo_cal



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.



Turns Well Taken

Use this guide as your compass to all things SLO CAL. From local secrets and scenic drives to off-the-beaten-path adventures and home-grown flavors, we invite you to linger longer and explore more.



Morro Bay

A Look Inside the **Guide**

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Every turn tells a story

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Travel responsibly and tread lightly

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Meet the diverse communities that make up SLO CAL

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Experience one of California's most exciting wine regions

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Beach guide, surf culture, piers and ports and more epic outdoor adventures

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Accommodations to suit your style

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FEATURED

Grazing Places

Eat and drink your way through buzzy culinary hubs and marketplaces. **PAGE 41**



FEATURED

The Future of Wine

Meet the next generation of winemakers who are making their mark. **PAGE 56**



FEATURED

Live Music

Tune into SLO CAL's music scene, from festivals and alfresco concerts to jazz clubs. **PAGE 90**

Welcome to the Slow(er) Lane!

SLO CAL is your year-round haven for adventure, rejuvenation and flavor. Here, Life's Too Beautiful to Rush® and every turn—whether along Highway 1 or down a quiet back road—promises to be well taken. This is a place to slow down, soak it in and savor the journey, and where locals always make you feel right at home. So turn the page to discover the beauty and bounty that awaits your next adventure.



The South Coast is known for its broad sandy beaches.

WELCOME



Downtown San Luis Obispo is bike friendly.



Take a Spin

RENT E-BIKES OR BEACH
CRUISERS TO GET AROUND
CAR-FREE. MANY HOTELS
OFFER COMPLIMENTARY
BIKES FOR GUESTS.
SEE PAGE 78 FOR
BIKE ROUTES.

SLO CAL's wine industry is a leader in sustainable practices.



ECO-FRIENDLY

Sustainable by Nature

Help protect the landscapes, communities and culture that make this region so special.

In SLO CAL, living well means caring for the land, the community and each other. Sustainability and preservation are part of the region's DNA. Visit SLO CAL has partnered with the World Travel & Tourism Council to support efforts that protect the region's environment, ecosystems and cultural heritage.

Visitors can easily join the movement by reducing their carbon

"We are deeply committed to fostering a sustainable future to ensure that SLO CAL thrives for generations to come."

—CATHY CARTIER, President & CEO of Visit SLO CAL.

footprint, minimizing waste and supporting regenerative farms and eco-minded businesses. Whether it's dining at locavore-friendly restaurants, supporting green wineries or booking lodging stays that give back, every thoughtful travel choice helps create a brighter, more sustainable future.

The **Sustainably SLO CAL** initiative highlights eco-conscious hotels, regenerative farms and local businesses that put the planet first. The wine industry is leading the charge, with 20% of the region's 300-plus wineries certified sustainable, organic or biodynamic. In the City of San Luis Obispo, every hotel stay supports tree planting through **Keys For Trees**, a Sustainable SLO program. In Paso Robles, **Geneseo Inn** and **Just Inn** contribute to ECHO, a local nonprofit helping those in need through **Kind Traveler**.



Sustainable Travel Tips

TRAVEL LIGHTER,
TREAD KINDER

Ride the rails

Take **Amtrak** to Oceano, the City of San Luis Obispo or Paso Robles for a scenic, low-impact journey.

Bring a reusable water bottle

Stay hydrated while reducing single-use plastic waste—refill stations are plentiful.

Dine locally and seasonally

Support restaurants that source from nearby farms and celebrate SLO CAL's agricultural bounty.

Drink local

Sip on the **Sustainable Wine Trail** and try local coffee, craft brews and spirits.

Follow the SLO County Farm Trail

Created by **FARMstead ED**, this route connects you with local growers and hands-on agricultural experiences.

Shop small, buy local

Visit independent boutiques and makers' markets to support SLO CAL artisans.

Join the Stewardship Travel for Good program

Participate in eco-voluntourism and conservation projects along the **Highway 1 Road Trip**.

Walk or bike whenever possible

Explore charming towns and scenic backroads at a slower pace—it's good for your health and the planet.



From Vineyards

EXPLORE

The center of California's Central Coast, SLO CAL is home
cheerful small towns, award-winning

to Ocean Views

SLO CAL

to a vibrant patchwork of inviting beach communities,
wineries and bountiful agricultural lands.



RAGGED POINT

PIEDRAS BLANCAS LIGHT STATION

SAN SIMEON

HEARST CASTLE

CAMBRIA

LAKE NACIMIENTO

SAN MIGUEL

MISSION SAN MIGUEL ARCÁNGEL

CHAPEL HILL

SHANDON

PASO ROBLES

HARMONY

CAYUCOS

TEMPLETON

HISTORIC CITY HALL
SUNKEN GARDENS

ATASCADERO

CRESTON

SANTA MARGARITA

SANTA MARGARITA LAKE

POZO

LOS PADRES NATIONAL FOREST

EDNA VALLEY

ARROYO GRANDE

NIPOMO

PISMO BEACH

MONARCH BUTTERFLY GROVE

GROVER BEACH

OCEANO



REGION GUIDE

South Coast

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

Arroyo Grande

Visit farm stands and wineries and dine at award-winning restaurants. Explore the **Village** lined with independent boutiques, antique stores, cafés and tasting rooms and cross the iconic swinging bridge.

Oceano & Grover Beach

Stretching 18 miles along SLO CAL's coast, the **Oceano Dunes** are California's largest intact coastal dune ecosystem and the only drivable beach in the state. Visit the historic train depot and enjoy the relaxed, family-friendly vibes of **Grover Beach**.

Pismo & Shell Beach

Explore **Pismo Preserve's** 11 miles of trails, stroll **Pismo Pier** and watch surfers. Savor clam chowder in the Clam Capital of the World and catch the **Shell Beach** sunset.

Avila Beach

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

Nipomo

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



Nipomo's Dana Adobe & Cultural Center



ARROYO GRANDE

Visit Arroyo Grande

Stay close to the beach while keeping the crowds at bay.

Book your midweek stay in Arroyo Grande and enjoy world-class wineries, restaurants and outdoor adventure for less with special hotel promotions.

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



Edna Valley

TAKE YOUR TIME IN WINE COUNTRY

Part of the SLO Coast AVA, the Edna Valley 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.



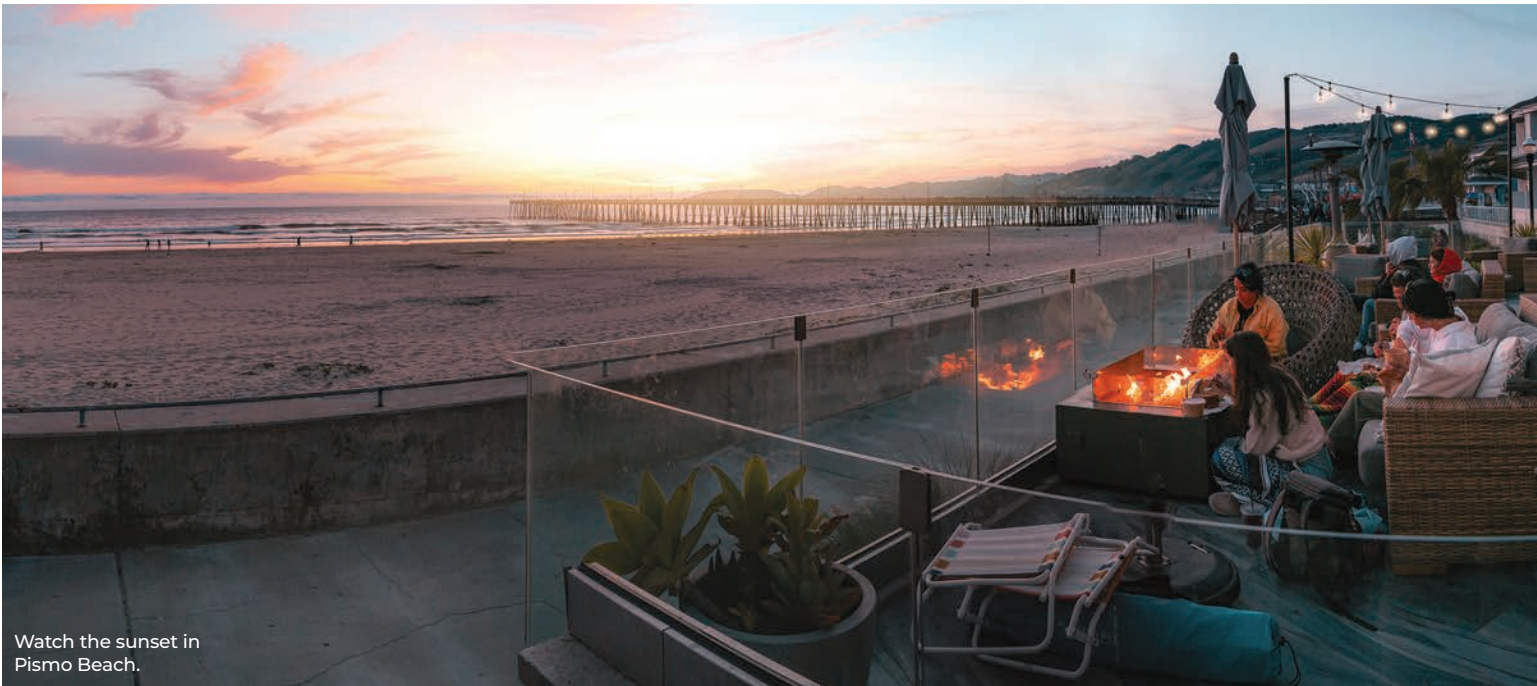
Walk the Avila Beach pier.

100% Kid-Approved

SLO CAL's South Coast beach communities are made for families. Kids can splash in gentle waves, spot wildlife along the shore and explore easy coastal trails. Add in hands-on farm visits, charming sweets shops and kid-friendly museums and you've got a recipe for a vacation that blends fun, learning and plenty of relaxation—perfect for escaping big cities and creating memories with your little ones.



SLO CAL is home to more than 80 miles of coastline along Highway 1.



Watch the sunset in Pismo Beach.

GROVER BEACH

Visit Grover Beach

Grover Beach is a sun-faded, sandy stop on the Pacific Coast Highway with good eats, cold brews and wide-open beaches. Surf in the morning, sip wine by sunset and soak up the easygoing vibes all day long.

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



OCEANO & NIPOMO

Visit Oceano and Nipomo

Oceano and Nipomo blend natural beauty with small-town nostalgia. Explore sweeping dunes, scenic trails, farm-fresh flavors and rich history, all just minutes from the ocean. Whether you're off-roading, golfing or enjoying a quiet beach day, these sister towns invite you to slow down and stay awhile.

highway1roadtrip.com/oceano-nipomo | [@](#) [@oceanonipomo](#)



PISMO BEACH

Experience Pismo Beach

Located along the southern stretch of SLO CAL's coastline, Pismo Beach is the ultimate coastal escape. Stay steps from the sand at beachfront resorts and pet-friendly hotels and wake up to the sound of crashing waves. Spend your days exploring local wineries, vibrant shops and California's longest beach. Spot whales offshore, catch a wave or hit the trails. Whether you're surfing, hiking, biking, riding ATVs, wine tasting or just soaking up the sun, adventure awaits in every direction. Take advantage of exclusive lodging specials and start planning your getaway today.

experiencepismo beach.com |   @pismo beachca





DISCOVER



Local Vintages

Harmony Cellars was founded in 1989.



Harmony

SMALL BUT MIGHTY

The tiniest town in SLO CAL (population: 18!), Harmony is big on flavor. Sample wines at **Harmony Cellars**, perk up with coffee at **Morii** and treat yourself to ice cream at **Harmony Valley Creamery**.



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 antiques stores, surf shops and art galleries. Follow your nose to local favorite **Brown Butter Cookie Company**.



Ragged Point & San Simeon

GATEWAY TO BIG SUR

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 at **Piedras Blancas Rookery** and buy picnic goods at nostalgic **Sebastian's General Store**.

View from Ragged Point Inn

REGION GUIDE

North Coast

Classic coastal towns dot this scenic stretch of Highway 1.

Morro Bay

Dine on fresh catch at the working harbor, cast a line or paddle around looking for marine life. Admire stately **Morro Rock**, splash in the surf and spot sand dollars in the long stretch of white sand. Cute local shops invite browsing in the downtown area.

Cambria

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

Los Osos-Baywood Park

Anchored by **Montaña de Oro State Park**, Los Osos-Baywood Park is an oasis of natural serenity. Kayak in the estuary and walk through the **Elfin Forest**. Shop for locally made candles and skincare at the **FABLERUNE** flagship.



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

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



REGION GUIDE

Inland SLO CAL

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

Atascadero

Known as A-Town to locals, a new generation of makers and entrepreneurs are helping to reshape Atascadero. Sample farm-fresh fare, stroll the historic downtown, admire the street art and tour the 1918 landmark **City Hall**.

Templeton

This farming community is a draw 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

The walkable town center here offers a mix of gourmet restaurants, 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



After Dark

NIGHTLIFE, FROM MILD TO WILD

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



Wild Fields Brewhouse

outskirts of town; it's home to craft brewers, boutique wineries and a Michelin-starred eatery. After the sun goes down, the light installations at **Sensorio Paso Robles** shine brightly.

Santa Margarita

Santa Margarita is the gateway to SLO CAL's rural northern interior region. **Santa Margarita Ranch** offers zip lining, horseback riding and a steam-powered train. Hike through **Carrizo Plain**



RANCH LANDS

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

National Monument—a spectacular wildflower superbloom site after a wet winter. 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.



Colony Sandwich Company in Atascadero

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 wineries 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 and grazing among the local purveyors and artisan bites. The **Madonna Inn** is a storied landmark, renowned for its quirky themed guest rooms, hot-pink dining room and playful, over-the-top design. The city is surrounded by popular hiking trails so nature is always within easy reach.



Paso Robles has more than 250 wineries.



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.



Templeton's main drag



The City of San Luis Obispo is adorned with murals.



ATASCADERO

Visit Atascadero

Meet your favorite neighbor—Atascadero. It's the kind of place that waves hello, pours a local pint and points you toward a perfect sunset. Tucked into California's Central Coast, Atascadero blends small-town warmth with wide-open adventure.

Stroll the walkable downtown, hike oak-dotted hills, visit the Central Coast Zoo or linger over coffee and conversation. From farm tours to music in the park, there's always something going on—and you're always invited. With easy access to beaches, vineyards and more, Atascadero is the laid-back, well-connected neighbor you'll want to visit again and again.

Come on by anytime.

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



SAN LUIS OBISPO

Visit San Luis Obispo

Live the SLO life in San Luis Obispo, where scenic trails, bike-friendly streets and a charming downtown make it easy to savor every moment. Spend your day hiking through green hills, sampling local pours at boutique wineries or browsing one-of-a-kind shops. And when it's time to turn in, stay in the heart of downtown San Luis Obispo! A portion of every night booked at a City of San Luis Obispo lodging property automatically goes toward planting trees around town—it's all part of Keys for Trees, a Sustainable SLO program.

visitslo.com | [f](#) [@](#) [@shareslo](#) | [v](#) [@visitsanluisobispo](#)

PASO ROBLES

Travel Paso

Escape to the majestic rolling hills and celebrated wineries of Paso Robles. As one of California's premier wine regions, Paso Robles offers an authentic taste of wine country—with more than 250 wineries, a dedicated distillery trail and Michelin-recommended dining—all centered around a charming historic downtown. A community of cowboys and innovators, Paso Robles is where world-class food, wine and art meet small-town charm.

The region's diverse terroir tells the story of its winemaking excellence. From the limestone-rich Adelaida hills to the alluvial plains of the Templeton Gap, each subappellation leans into the distinct characteristics and various microclimates that shape the region's wines. The area's Mediterranean climate, with its dramatic temperature swings between day and night, creates ideal conditions for balanced reds and elegant whites. This natural diversity has attracted winemakers from around the world, establishing Paso Robles as a destination where tradition meets innovation, and where visitors can taste the authentic expression of the region in every glass.

Here, wine promises an elevated experience that 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 | [f](#) [@](#) [v](#) [p](#) @travelpaso





ITINERARY INSPIRATION

Day Trips —AND— Detours

In SLO CAL, every turn leads to something unexpected. It's one diverse playground with dozens of distinct destinations—each just a short drive from the next. Whether you follow a scenic route or take a spontaneous detour, discovery is always just around the bend. Use these curated itineraries to chart your own path—mix, match and wander off the beaten track to uncover the hidden corners that make SLO CAL so endlessly explorable.

Outside Bound

GET YOUR FRESH AIR FIX

Total driving time:

1 hour 20 minutes

Distance: 48 mi/77 km

More info: See page 74

Start the day in Oceano with a perfectly brewed cup from **Deltina Coffee Roasters** before a thrilling guided ride across the Oceano Dunes Preserve with **Pacific Adventure Tours/Xtreme Hummer Adventures**. From there, the road winds toward Baywood Park, where a stop at **High Street Deli** provides the perfect picnic fixings for **Montaña de Oro State Park**. After lunch, wander south along the Bluff Trail to discover tide pools teeming with life at Corallina Cove. As the afternoon fades, sunset dinner at **Schooner's** in Cayucos beckons.

Town Hop

SHOP SMALL AND SOAK UP LOCAL CULTURE

Total driving time:

55 minutes

Distance: 37 mi/59 km

More info: See page 15

Begin in Arroyo Grande with breakfast at the cozy **Village Café**, then wander the charming streets. On the way to Pismo Beach, pause at the **Halcyon Farms** stand to see what's in season before stretching your legs with a walk along

Sunrise Hike

A MOMENT OF SOLITUDE

Head to **Montaña de Oro State Park** early to catch sunrise from the top of **Valencia Peak**—one of the highest points in the park with 360-degree views.



DISCOVER



Explore the trails in Montaña de Oro State Park.

Pismo Pier. From there, San Luis Obispo awaits for a mission tour, a quick spin through the **San Luis Obispo Museum of Art** and a leisurely lunch at **Luna Red**. The journey continues north to Atascadero, where the **Equality Mural Project** tells a story around nearly every corner. End the day savoring elevated comfort food and craft cocktails at **Barley & Boar**.



Barley & Boar



Laetitia Vineyard & Winery in Arroyo Grande

Wellness Rx

GROUND, RESET AND REVIVE

Total driving time:

1 hour 20 minutes

Distance: 66 mi/106 km

More info: See page 83

Greet the morning in Avila Beach with a sunrise hike along the **Sycamore Crest Trail**, where sweeping coastal views reward the climb. Afterward, slip into relaxation mode with a spa treatment and a soothing mineral soak at **Sycamore Mineral Springs Resort & Spa**. Pause for lunch at **Brydge** in Cambria before continuing north to watch the sunset from a cliff-top perch at **Ragged Point Inn**.



Driving through San Simeon? Pair wine tasting at Hearst Ranch Winery with a burger at Sebastian's General Store.

Find Local Flavors

FOR FOOD AND WINE LOVERS

Total driving time: 1 hour 10 minutes

Distance: 56 mi/90 km

More info: See page 38

Fuel up for the day with a hearty, savory breakfast at **The Mayor's Place** in Nipomo before heading up the coast for wine tasting. The first stop is **Laetitia Vineyard & Winery** in Arroyo Grande, where a sparkling flight sets the tone. From there, the road leads inland to Edna Valley. Gather picnic provisions at **The Gourmet Deli**, then sample the SLO Coast AVA with a tasting at **Biddle**

Ranch Vineyard or another local favorite.

The culinary adventure continues at **Tin City**, a hub of small-lot winemakers and artisans. Sip boutique wines from producers like **Aaron Wines**, **LEVO** and **Union Sacré**, then stock up on fresh pasta from **Etto Pastificio**, **Central Coast Creamery** cheeses and **Olivas de Oro** olive oil.

As evening approaches, Paso Robles' downtown square invites a stroll through local shops, such as **General Store Paso Robles**. Toast to a delicious day over a feast at **Les Petites Canailles** or **The Hatch**.

Moonstone Beach in Cambria





Romance on the Road

A PERFECTLY PAIRED DAY FOR TWO

Total driving time:
1 hour 50 minutes
Distance: 75 mi/120 km
More info: See page 20

The day begins in Morro Bay with coffee and fresh pastries at **Scout Coffee's** flagship café, followed by a leisurely stroll along the wide, sandy stretch of **Morro Rock Beach**. Next, head north to Cambria for a serene wine tasting and leisurely picnic lunch at **Parr Collective**—don't miss a stroll through the well-tended gardens.

Afternoon indulgence awaits in Paso Robles with the Winemakers Couples Package at **River Oaks Hot Springs**—an ideal blend of massage and mineral soak. Evening ushers in a grand fine-dining finale at **The Restaurant at Justin**, where Michelin-starred cuisine pairs perfectly with vineyard views and a golden sunset backdrop.

Ragged Point Cliffside Trail



View Finder

ALL ROADS LEAD TO
RAGGED POINT

Enjoy dinner at **Ragged Point Inn** and end the day with a sunset walk along the **Ragged Point Cliffside Trail**.



Family Fun

ANIMALS, FRESH AIR
AND TASTY TREATS

Feed goats, take a tractor ride and stock up on fresh produce and homemade pies at **Avila Valley Barn**.

Explore the **Bob Jones Trail** on bikes or enjoy a leisurely stroll through its shaded groves, ending near the beach in Avila.

Head to Arroyo Grande for arcade games and kid-approved eats at **Klondike Pizza**.

Let imaginations run wild with hands-on exhibits at **SLO Children's Museum**, then wander the nearby creek walk for a mellow downtown outing.

Highway 1 Cruise

SCENIC GEMS ON THE
OPEN ROAD

Total driving time:
50 minutes
Distance: 28 mi/45 km
More info: See page 20

Begin the journey in Cambria with breakfast at **Linn's**, then wander the Bluff Trail at **Fiscalini Ranch Preserve**, where clifftop paths deliver sweeping Pacific views. A short drive north brings you to **Hearst Castle**, the legendary hilltop estate where opulent architecture meets endless ocean vistas. From there, ease back onto Highway 1 and stop in San Simeon for lunch at **Big Sur Restaurant**, a classic roadside diner. As the day continues, the open highway leads to the **Piedras Blancas Elephant Seal Rookery**, where hundreds of the massive creatures bask, spar and bellow. Just up the road, the historic **Piedras Blancas Lighthouse** offers a final photo-worthy stop before reaching Ragged Point.

Saddle Up

TURN TO PAGE 74
FOR HORSEBACK
RIDING TOURS.

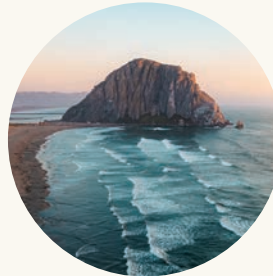
TAG #slocal SO
WE CAN SHARE
YOUR PICS!



The Greatest Hits

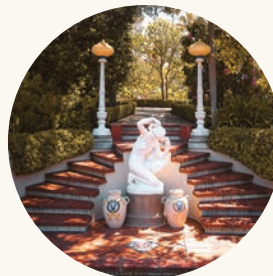
MORRO ROCK

The rock star of the coast—epic sunsets, salty air and surfers galore.



SENSORIO PASO ROBLES

A field of light that glows, shifts and stuns, it's California surrealism under the stars.



DOWNTOWN SLO FARMERS' MARKET

Five blocks of flavor, music and pure local energy. Come hungry!

OCEANO DUNES

These are the only drivable dunes on California's coast—go full throttle!



PISMO PIER

Iconic views, classic bites and a front-row seat to the surf scene.

HEARST CASTLE

Hollywood glamour meets hilltop majesty at this National Historic Landmark in San Simeon.

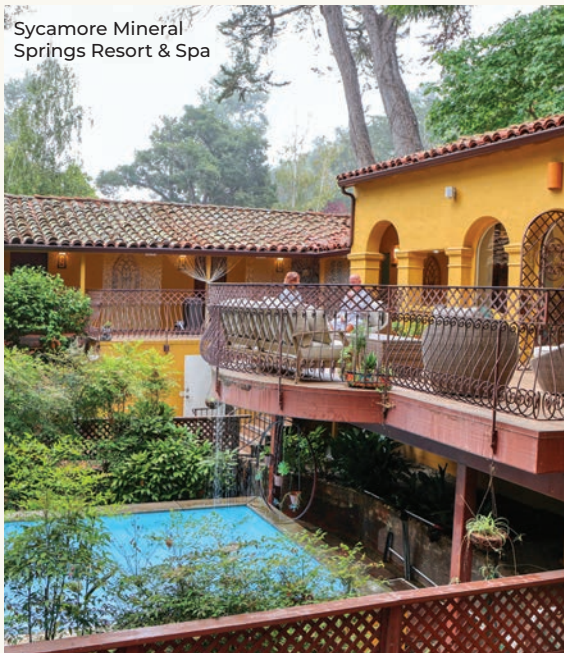
THE ESSENTIAL SLO CAL "PRESS PLAY" LIST

The Greatest Hits & B-Sides

Some experiences are classics for a reason—those postcard-perfect icons that define SLO CAL's one-of-a-kind charms. Just beyond the spotlight, you'll find the B-sides: the offbeat, under-the-radar gems that hit just as hard. From bucket-list landmarks to wild, wonderful detours, you can't go wrong with this lineup of Greatest Hits and B-Sides.

Oceano Dunes are a sight to behold.



Sycamore Mineral
Springs Resort & Spa

Grover Beach Station



EXPLORE SLO CAL BY RAIL

3 Days, 3 Stops, No Car Required

All aboard for a stress-free, three-day train journey through the heart of SLO CAL!

The B-Sides

COVELL'S CLYDESDALES

Saddle up with gentle giants for a ride that's anything but ordinary.

CARRIZO PLAIN

Wildflower fever dreams and ancient petroglyphs—California's "secret" desert canvas is a national monument.

THE GREAT AMERICAN MELODRAMA

Boo! Cheer! LOL. This quirky theater keeps old-school vaudeville alive.



MARGARITA ADVENTURES

Soar over vineyards and valleys by zip line.

LOPEZ LAKE

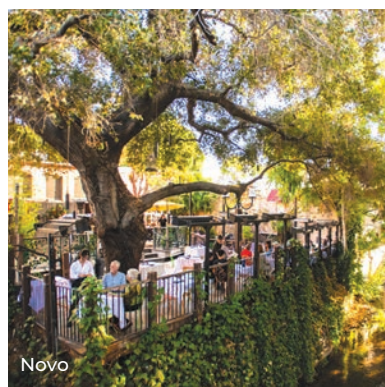
This hub of outdoor recreation boasts water sports, fishing, picnic spots, trails and a seasonal water park.

SYCAMORE MINERAL SPRINGS

Soak in geothermal bliss under a canopy of oaks in Avila Beach.

DAY 1: Grover Beach

Step off the train in Grover Beach and head to **Grover Station Grill** for a bite. Afterward, unwind at the beach; explore the nearby dunes or cruise the coast on a bike. Have dinner at **Fin's Bar & Grill**—an ideal vantage for the sunset.



and enjoy a farm-to-table feast at **Novo** along the creek. Catch a movie or show at a local landmark like **The Palm Theatre** or **Fremont Theater**.

DAY 3: Paso Robles

Continue your journey to Paso Robles, where the station drops you right into the heart of wine country. Stroll a few blocks to the vibrant downtown square, home to tasting rooms, charming shops and art galleries. Unwind over an early dinner at **Fish Gaucho**, known for its Latin-inspired menu and hyperlocal ingredients.



Fish Gaucho

DAY 2: San Luis Obispo

A quick Amtrak ride north brings you to San Luis Obispo. From the station, walk or bike to **Mission Plaza**, the heart of downtown. Explore historic landmarks, browse boutiques

PASO ROBLES

Tin City

On the industrial edge of Templeton and Paso Robles, Tin City is a vibrant hub of creativity, craft and community. Located right off Highway 101, this walkable district brings together California's most exciting wineries, a brewery, distillery and artisan food producers—all housed in unique warehouse spaces. Visitors can explore a dynamic mix of small-batch pours and enjoy standout local fare, including SLO CAL's first Michelin-starred restaurant, in a setting that's equal parts edgy and inviting. Unpolished and approachable in all the best ways, Tin City is a can't-miss stop for anyone craving SLO CAL's bold and flavorful side.

tincitypasorobles.com | @tincity.pasorobles





TIN CITY

Field Recordings

For sustainable, personality-packed wines without the pretension, visit the Tin City tasting room or shop online to explore bold, approachable selections that reflect the spirit of the Central Coast.

fieldrecordingswine.com | @fieldrecordingswine



TIN CITY

Olivas de Oro

Take a tasty detour from wine tasting. At Olivas de Oro, simple dishes are transformed into crave-worthy bites with olive oils and artisan pantry items. Guided tastings, maker passion and playful pairings await.

olivasdeoro.com | @olivasdeoro



TIN CITY

Tin City Distillery

Tin City Distillery is more than vodka or whiskey—it's the spirit of the Central Coast distilled to its essence. Visit the tasting room and taste California in its purest form.

tincitydistillery.com
f @tincitydistillery



TIN CITY

Central Coast Creamery

Visit this full-service deli and gourmet cheese shop to pick out a wedge (or two) and build your own charcuterie board.

centralcoastcreamery.com
@centralcoastcreamery



TIN CITY

ZANOLI Wines

Distinctive Rhône-style reds and vibrant whites are crafted with care by a passionate husband-and-wife winemaking team.

zanoliwines.com
f @zanoliwines
@zanoli.wines



TIN CITY

Mighty Cap Mushrooms

Step into the wonderful world of fungi at this sustainable Central Coast mushroom farm. Enjoy daily tours, explore a curated retail shop and discover how fresh, locally grown gourmet mushrooms can elevate your cooking and support your well-being. Quality, flavor and education come together in every cap.

mightycapmushrooms.com
f @mightycapmushrooms



TIN CITY

Etto Pastificio

Take a behind-the-scenes tour of Etto Pasta Factory in Paso Robles. Discover how artisan pasta is crafted—from flour sourcing to traditional methods—in a fun, flavorful experience for all ages.

ettopastificio.com | f @ettopastificio



TIN CITY

End Of The Day Wines

End Of The Day Wines offers high-quality, fun-filled wine crafted for everyday enjoyment. Visit the tasting room and experience unique, alternative varieties in a friendly and comfortable setting that celebrates the spirit of Paso Robles.

endofthedaywines.com | f @endofthedaywines



TIN CITY

Sticky

More than just candy, each Sticky creation is handmade with precision and passion. These treats are free of gluten, dairy, nuts and high-fructose corn syrup, ensuring pure joy in every bite. Book an appointment and come watch the magic!

stickyusa.com | [f](#) [i](#) [t](#) @stickyusa



TIN CITY

Jacob Toft

This boutique winery produces small-batch, highly focused, fruit-forward wines using grapes from the most prestigious vineyards throughout the Central Coast. The tasting room is open daily by appointment, and walk-ins are welcome.

jacobtoft.com | [i](#) @jacobtoftwines



TIN CITY

BarrelHouse Brewing Co.

Ready to kick the dust up? BarrelHouse Brewing Co. in Paso Robles serves bold beer, live music, mouthwatering food and family-friendly vibes in a sun-soaked beer garden that doesn't believe in inside voices. Cheers!

barrelhousebrewing.com

[i](#) @bhbc

Nate's on Marsh in downtown
San Luis Obispo is a local favorite
beloved for its food and ambiance.

Savor SLO CAL

From coastal waters to fertile
farmland, the region's natural bounty
fuels a rich tapestry of distinctly local
seasonal cuisine.

GRAZING DESTINATIONS **P41** • FARMERS MARKETS **P42** • FRESH CATCH **P44** • BEVERAGES **P46**



Six Test Kitchen earned a Michelin star.

CULINARY GUIDE

The Culinary Landscape

SLO CAL's culinary richness is a credit to the chefs, farmers, ranchers, fishers and makers who channel a deep reverence for the land into every pour, plate and pairing.

SLO CAL offers a culinary experience deeply rooted in place. It's a region where agriculture and artistry converge, where the rhythm of the seasons shapes what's on the plate and where the relationship between producer and chef is as integral as the ingredients themselves.

HARVEST TO TABLE

From regenerative ranches and biodynamic vineyards to coastal fisheries and family-run

farms, a shared commitment to sustainability and craftsmanship defines the region.

"The ingredients available to us here on the Central Coast are what make SLO CAL so special," says Ricky Odbert, chef and owner of the Michelin-starred **Six Test Kitchen** in Paso Robles. "Working with small farms and local fisheries is what shapes our menu. Over the years, we have built a very close bond with the hardworking people that make our menu possible. It is our responsibility to honor the product and the work that goes into getting it in our hands."

Chefs are proud to highlight local purveyors, crafting menus that speak to both season and sense of place. On the coast, working harbors in Morro Bay and Port San Luis provide access to pristine seafood—halibut, Dungeness crab, spot prawns and oysters—delivered straight from boat to kitchen. And inland, orchards, flower farms and vegetable fields thrive in the region's fertile soils, while goats that graze on hillsides produce milk for award-winning cheeses crafted by skilled artisans.

RANCHING ROOTS

Ranching remains a vital part of the region's agricultural identity, too. "I am privileged to be part of the largest beef cattle operation in the region," says Ben Higgins, Director of Agricultural Operations for **Hearst Ranch**, which spans over 150,000 acres between San Simeon and Cholame. "Each one of these animals spends its entire life in our care and is raised to a finished weight of 1,200 pounds entirely on grass." That commitment to transparency, animal welfare and environmental stewardship has fostered strong partnerships with retailers and local chefs alike.

The resulting hyper-regional dining culture embraces both elegance and authenticity. It's not uncommon to find globally inspired, multicourse tasting menus just down the road from barbecue joints. Local wines, craft beers and small-batch spirits are not just complementary—they are integral, often made with the same ethos and by the same hands that shape the food. Here, every morsel and sip offers a soulful connection to the land.

Michelin-Endorsed Eateries

THESE STANDOUT RESTAURANTS EARNED MICHELIN RECOGNITION IN THE 2025 CALIFORNIA GUIDE:

SIX TEST KITCHEN
Paso Robles
One Michelin Star

THE RESTAURANT AT JUSTIN
Paso Robles
One Michelin Star & Green Star

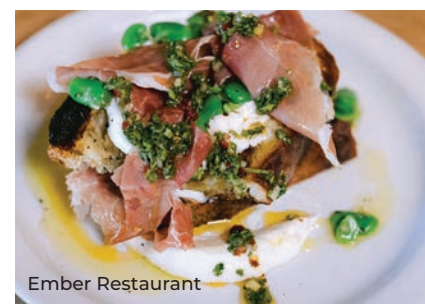
EMBER RESTAURANT
Arroyo Grande
Michelin Guide Selection

NATE'S ON MARSH
San Luis Obispo
Michelin Guide Selection

OX + ANCHOR
San Luis Obispo
Michelin Guide Selection

LES PETITES CANAILLES
Paso Robles
Michelin Guide Selection

THE HATCH ROTISSERIE & BAR
Paso Robles
Michelin Guide Selection



Ember Restaurant

LOCAL VOICES



"I love how supportive our community is of one another. Here on the Central Coast, we have bountiful produce year-round, an incredible climate and inspired individuals who are passionate about cooking and farming. I'm honored to be a part of it." **ARIELA GOTTSCHALK**, *Halcyon Farms*



Hotel Dine-Around

NO CHECK-IN IS REQUIRED TO ENJOY THE PERKS OF THESE HOTEL RESTAURANTS.

Paso Robles Inn

Paso Robles

A new concept by celebrity chef Charlie Palmer

Pequin Coastal Cocina at Vespera Resort

Pismo Beach

Coastal Mexican cuisine with bold flavors by the beach

The Galley Seafood Grill & Bar at Anderson Inn

Morro Bay

Elevated seafood and intimate harbor views

Distillery at The Carlton Hotel

Atascadero

A new distillery and dining experience in a grand historic setting

EMRE at The Ava Hotel

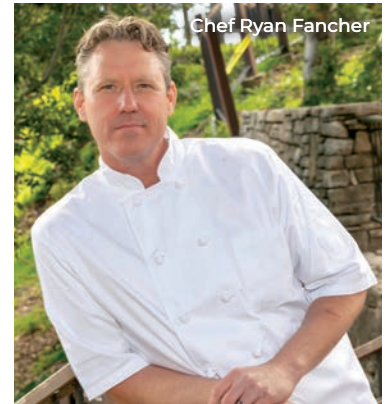
Paso Robles

Modern Mediterranean in a boutique hotel

Farm-fresh fare at Piadina



Chef Ryan Fancher



market finds into a seasonal dining experience that could only happen in SLO CAL.

"The heart of our weekly Farmers' Market Dinner Series is the incredible bounty of this region and the farmers who make it possible," Fancher says. "I see firsthand the care

CHEF SPOTLIGHT:

Ryan Fancher

A California native with fine-dining roots at Michelin-starred restaurants, Piadina chef Ryan Fancher shares his passion for SLO CAL's bounty through weekly market dinners.

At Piadina, an inviting restaurant tucked inside the Hotel San Luis Obispo, Wednesday night suppers celebrate what's in season. Each week, Chef Ryan Fancher crafts a spontaneous three-course meal attuned to the agricultural rhythm of the Central Coast, transforming the day's farmers

that goes into their work."

His approach is equal parts reverent and improvisational. His menus are shaped by the growers he knows by name, like Chavez Family Farms, whose strawberries are a seasonal highlight, or Bautista Family Farms, whose Sunbrite tomatoes he describes as "so good, they practically demand their own spotlight." Add in baby artichokes, tender lettuces and crisp asparagus, and it's easy to see how SLO CAL's agricultural landscape becomes the driving force behind every plate.

"Cooking with produce at the peak of ripeness is one of the greatest joys of being a chef," Fancher reflects. "The Central Coast is famous for its grapes, but the produce here is just as special. I'm constantly inspired by what I find."

GLOBAL PLATES

Flavors Without Borders

A delectable blend of international cuisines.

BESO COCINA | Nipomo

Elevated Mexican fare with a hidden speakeasy twist

EBONY | San Luis Obispo

Bold, soulful Ethiopian dishes made with love

GOSHI | Paso Robles

Artful Japanese cuisine, from delicate sashimi to sizzling grilled specialties

LOMBARDI'S PASTA FAMILIA | Cambria

Cozy, classic Italian with family recipes and big flavor

MISTURA | San Luis Obispo

Modern Peruvian cuisine with stunning presentation and flavor to match

NOI'S 2ND STREET CAFÉ |

Los Osos A local gem for fresh, flavorful Thai favorites

Taste of Peru

Mistura is known for its ceviche and seafood.



Shekamoo Grill in SLO Ranch & Marketplace



SAVOR



WHERE FOODIES FEAST IN SLO CAL

Grazing Destinations

These vibrant neighborhoods, co-ops and marketplaces are made for grazing, whether you're sipping, snacking or settling in for a full-on feast.

DUNCAN ALLEY *San Luis Obispo*

A hidden gem located in the "LoBro" (Lower Broad Street) neighborhood at the intersection of Orcutt Road and Duncan Lane, Duncan Alley is home to boutique wineries, breweries and culinary start-ups serving everything from curated cheese boards to next-level tacos.

PASO MARKET WALK *Paso Robles*

A modern marketplace, Paso Market Walk is a thoughtfully curated collection of regional food artisans. Sip, snack and shop your way through small-batch provisions, seasonal fare and elevated street food.

COLONY DISTRICT *Atascadero*

Anchored by a walkable downtown, this beautifully restored historic neighborhood blends small-town charm with big flavor. Stroll between craft breweries, wood-fired pizza joints, farm-to-table cafés, cocktail lounges and artisan dessert spots.

TIN CITY *Paso Robles*

This industrial-chic mecca of wine, beer, cider and food has become a destination in its own right. What began as a gritty warehouse district has evolved into a playground for craft brewers, boutique wineries and culinary artisans.

SLO PUBLIC MARKET *San Luis Obispo*

SLO Public Market is a dynamic gathering place in a beautifully reimagined warehouse space. It's home to an eclectic mix of eateries—from ramen bars and taquerias to coffee roasters—plus retail shops that showcase local makers.

SLO RANCH FARMS & MARKETPLACE *San Luis Obispo*

One of the region's newest culinary destinations, SLO Ranch is an open-air marketplace where fresh produce, artisan foods and specialty purveyors share space with eateries and community gardens.



FARMERS MARKET

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, 9:30 a.m.–
12 p.m.

San Luis Obispo at Farm Supply

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 a.m.

Atascadero

Atascadero Sunken
Gardens, 3–5:30 p.m.
(5 p.m. close in winter)

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.
(5 p.m. close in winter)

Avila Beach

(May–August)
Avila Beach
Promenade, 4–8 p.m.

Cayucos

(June–Labor Day)
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.
(5 p.m. close in winter)

Paso Robles

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

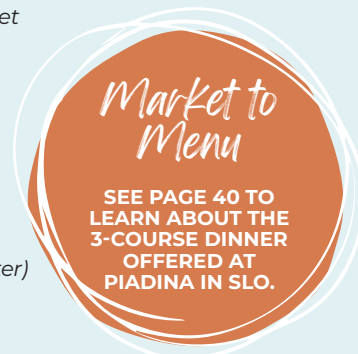
Templeton

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

The Region's Biggest Weekly Street Party

SLO CAL's favorite night out is a celebration of
sustainable agriculture and local growers.

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.





BRITTANY APP



BRITTANY APP



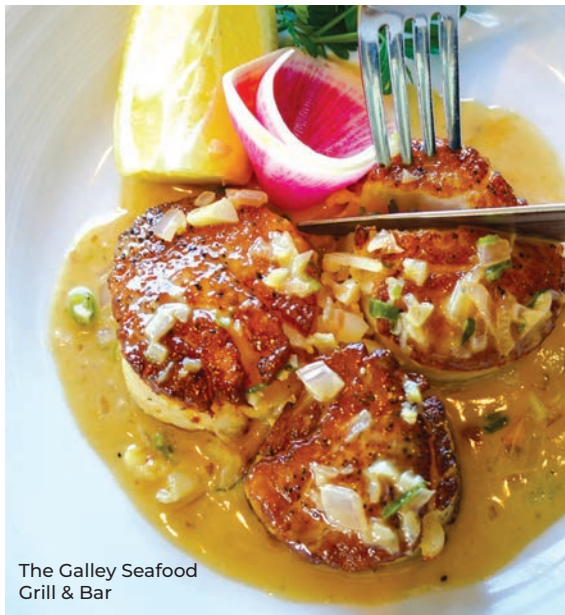
HAMBLY FARMS

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 | [f](#) [@](#) [@farmsteaded](#)



The Galley Seafood Grill & Bar

SEA TO TABLE

Fresh Catch

SLO CAL's seafood scene mirrors its landscape: diverse, delicious and deeply connected to the coast.

At the ever-popular **Pismo Fish & Chips**, the namesake dish is a true crowd-pleaser. Just down the road, **Ada's Fish House** hits the spot with buttery lobster rolls, while **Cracked Crab** tempts with piles of fresh shellfish. Dig into a bowl of clam chowder at **The Quarterdeck Seafood Bar & Grill** in Arroyo Grande. Morro Bay's **The Galley**

Seafood Grill & Bar delivers classic dishes like tender calamari. Around the corner, **Tognazzini's Dockside Too** is a local favorite for unfussy fish tacos enjoyed picnic-style. For a more modern twist, head to **Fish Gaucho** in Paso Robles, where ceviche gets the Baja-California-meets-wine-country treatment. In San Luis Obispo, **Mistura** artfully presents local seafood with a Peruvian twist.

Dine by the Sea

5 PLACES TO SAVOR OCEAN VIEWS

Mersea's Avila Beach

Casual, coastal and perched right on the Port San Luis pier.

Blue Moon Over Avila Avila Beach

French influences and a standout seafood-centric menu with lovely oceanfront seating.

Sea Chest Oyster Bar Cambria

Rustic charm and some of the freshest shellfish around. Get in line early—it's worth the wait.

Pequin Coastal Cocina Pismo Beach

Modern Mexican cuisine with panoramic beach views.

Windows on the Water Morro Bay

Elevated coastal cuisine in an elegant setting with floor-to-ceiling windows overlooking the bay.

CALL IT A CLAM COMEBACK Cal Poly's clam restoration project is reviving the once-abundant Pismo clam through hands-on student research and sustainable mariculture. These native filter feeders not only support coastal ecosystems but also represent a more resilient, regenerative food future.



OYSTERS

On the Half Shell

One of California's top oyster farms thrives in SLO CAL waters.

Morro Bay Oyster Co. cultivates over one million oysters each year in the nutrient-rich waters of Morro Bay—where tides turn over every 28 hours and a freshwater creek infuses a signature sweetness. Beyond their briny bite, these oysters make the ocean healthier: Each one filters up to 50 gallons of seawater a day and helps create habitat for marine life. Try them at **Lido, Windows on the Water, Goshi, Ox + Anchor, Sinor-LaValle Wines** and many other restaurants.



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 in Pismo Beach.

pismofishandchips.com |   @pismofishandchips

RESTAURATEUR SPOTLIGHT

Paso Robles Tastemakers

At the helm of two acclaimed restaurants, Courtney and Julien Asseo are elevating the local dining scene with their exquisite cuisine and genuine hospitality.

In downtown Paso Robles, Courtney and Julien Asseo have carved out a corner of culinary excellence with their two stand-out restaurants: **Les Petites Canailles** and **S'Aranella**. Each reflects the couple's global experience, deep ties to the region and a shared belief in hospitality that's generous, personal and rooted in place.

At Les Petites Canailles (or LPC, as locals call it), the couple offers a modern French bistro experience that showcases Chef Julien's Michelin-starred training and the bounty of the Central Coast. "It's elegant but approachable," says Courtney. "You can enjoy caviar and champagne or a perfectly roasted chicken with a local Rhône-style blend.

Just around the corner, S'Aranella offers a breezy, Mediterranean-inspired escape. "It's our love letter to coastal towns in southern France and Spain," Courtney explains. "Fresh seafood, chilled vermouth, sun-soaked patio meals—it's designed for sharing."

The duo's culinary philosophy is firmly grounded in their surroundings. "We don't write a dish and then look for the ingredients," says Courtney. "We see what's beautiful and abundant, then build from there." Their collaborations with local farmers, winemakers and purveyors shape every plate and pour. Beyond the menus, it's the warmth of the experience that defines their approach. "Hospitality should be about genuine connection," Courtney says. "Julien is in the kitchen every day, and I'm on the floor. We want guests to feel truly cared for."

Ask for the "bougie tots," a secret menu item at Les Petites Canailles.



LOCAL VOICES



"Ultimately, our goal is to honor the seasons, support our community and give our guests a true taste of this region's richness. Whether it's choosing the perfect heirloom tomatoes at the farmers market, tasting through new vintages with winemakers or sourcing fresh seafood from the coast, we're constantly in conversation with the land and the people who care for it."

COURTNEY ASSEO, Co-owner, Les Petites Canailles and S'Aranella

TAP INTO SLO CAL

Whether you're kickstarting your day with a small-batch roast, sampling award-winning craft beers or toasting with a cocktail, the region delivers liquid flavor in every form.



Sunset Sip
WATCH THE SUNSET
WITH COCKTAILS ON
THE ROOFTOP AT
HOTEL SLO.

High Bar at Hotel SLO

The Art of the Cocktail

IN SLO CAL, MIXOLOGISTS TREAT EVERY POUR LIKE A PERFORMANCE.

In Paso Robles, **1122** is a Prohibition-style speakeasy where reservations are required. The **Salty Tiger** in Cayucos shakes things up by pouring wine-based cocktails behind a faux storefront. Cozy up to the bar at **Feral Kitchen & Lounge**, where wildly spirited cocktails set the tone. If your evening leads to **Ember** in Arroyo Grande, try the seasonal cocktail list.



Rod & Hammer's canned Whiskey Paloma

Prefer to skip the booze altogether? **Croma Vera Wines** in Duncan Alley pours a non-alcoholic sparkling wine. **Oceano Wines** in Pismo Beach is known for its Oceano Zero NA line. **Firestone Walker's** tasting room also pours non-alcoholic brews.



The Distillery Trail

SLO CAL BOASTS MORE THAN A DOZEN SPIRITS TASTING ROOMS.

Winemaking by-products are transformed into spirits at **Re:Find Distillery**, Bethel Rd. Distillery and Tin City Distillery/Wine Shine Spirits. **SLO de Vie** turns out an award-winning grappa. Rye and whiskey are in the mix at distilleries like **Rod & Hammer's** and **Krobar Craft Distillery**. **Central Coast Distillery** produces local agave spirits. **Foggy Bottom Distillery** makes smoothly spiced rum.

BREWMASTERY

Behind the Brew

Firestone Walker's Matt Brynildson is passionate about craft and community.

As brewmaster of Firestone Walker Brewing Co., Matt Brynildson has helped define the craft beer movement on California's Central Coast and beyond. "We're fanatical about beer and a



Matt Brynildson

champion of beer culture," he says. "It basically means we're crazy beer geeks who love our deep-rooted California beer community."

Founded in 1996 by Adam Firestone and David Walker in a Paso Robles vineyard out-building, the brewery stands out for its wine country origins and commitment to innovation—like its patented barrel fermentation system still used today. Brynildson, who relocated from the Midwest 25 years ago, credits the region with shaping Firestone Walker's approach. "Being exposed to winemakers changed our brewing philosophy. We started thinking in terms of blending and barrel aging, much like wine."

The brewery's celebrated 805 Blonde Ale was born from the Central Coast lifestyle. "It's a reflection of this incredible community—winemakers, surfers, ranchers, chefs and creatives," he says. Firestone Walker continues to lean into collaboration, from its annual Anniversary Ale blended in partnership with local vintners to the **Firestone Walker Invitational Beer Fest**, which is considered a benchmark for beer festivals internationally.

Cheers to beer!
SLO Brew is a SLO CAL icon.



Hop Around

CURATE YOUR OWN BEER TREK AND RAISE A GLASS TO SLO CAL'S CRAFT BREWERS.

A longtime experimental playground for West Coast style IPAs, SLO CAL is home to more than two dozen craft brewers.

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. Established in 1988, **SLO Brew** is home to a 30-barrel

brewhouse, tasting room, tap house and live entertainment venue. Newer labels to know include **Humdinger Brewing** (Arroyo Grande and San Luis Obispo), **Wild Fields Brewhouse** (Atascadero), **Three Stacks & A Rock Brewing Company** (Morro Bay) and **Kulturhaus Brewing** (Pismo Beach).



PERK UP

Coffee Roasters

Start the day on a caffeinated note.

Corberosa Coffee uses a unique air-roasting method and sells 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 flagship Morro Bay roastery. When in Paso Robles, hit **Spearhead Coffee**. **Dark Nectar** and **Joebella** are the roasters to check out in Atascadero. **Deltina Coffee Roasters** pours delicious, small-batch brews in Oceano.

Get Juicy

WHERE TO FIND FRESH-PRESSED JUICES, SMOOTHIES AND NOURISHING ELIXIRS.

- **VirtJuice** Arroyo Grande
- **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





ATASCADERO

Wild Fields Brewhouse

Named 2022 Great American Beer Festival Brewery and Brewer of the Year, Wild Fields pairs more than 20 rotating house beers with crave-worthy eats, local sips and family-friendly fun—including arcade games. Come for the beer, stay for the good times.

wildfields.com | [f](#) [@wildfieldsbrewhouse](#)



PASO ROBLES

Yes Cocktail Company

Take a mixology detour in wine country! Sip handcrafted cocktails and mocktails, savor chef-inspired bites, explore a curated bottle shop and sign up for a hands-on class that turns curious sippers into confident shakers.

yescocktailco.com | [@yescocktailco](#)

ATASCADERO

Central Coast Distillery

Discover internationally recognized, locally crafted spirits at Central Coast Distillery. This true wort-to-spirit distillery shares award-winning spirits, craft cocktails and mouth-watering bites at its well-appointed bar, lounge and patio. Stop by for a live distillation class, foraging tour or tasting. Whether you're a seasoned spirits enthusiast or simply exploring, every visit offers bold flavor and a truly memorable experience—one pour at a time.

centralcoastdistillery.net
[@centralcoastdistillery](#)



CAYUCOS, PASO ROBLES & SAN LUIS OBISPO

Brown Butter Cookie Company

Since 2008, Brown Butter Cookie Company has delighted California's Central Coast with its Original Brown Butter Sea Salt Shortbread Cookie. Founded by two sisters, the brand is renowned for its exceptional quality, delicious taste and unforgettable texture.

brownbuttercookies.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 cocktails and craft beer as you soak it all in.

hotel-slo.com/dining/high-bar
@highbarslo | @highbar.slo



SAVOR



SAN SIMEON

Sebastian's General Store

Discover 150 years of coastal charm at Sebastian's in San Simeon. Shop unique gifts, sip local wine and enjoy fresh fare from Seaside Deli, steps from the sparkling bay.

sebastiansgeneralstore.com
@sebastiansgeneralstore



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 | @piadinaslo

SAN LUIS OBISPO

Quesadilla Gorilla

Your visit to SLO CAL isn't complete without a stop at Quesadilla Gorilla, where community, flavor and good vibes come together in every bite. Quesadilla Gorilla serves up handcrafted quesadillas made with love, fresh ingredients and bold flavor. Whether you're fueling up after a beach day or grabbing a casual bite with friends, the menu has something for everyone, including house-made sauces and a rotating selection of local beers. Service is fast and friendly and the food is always fresh. So come build your perfect 'dilla and hang out in a space that feels like home.

quesadillagorilla.com

@quesadillagorilla



PASO ROBLES

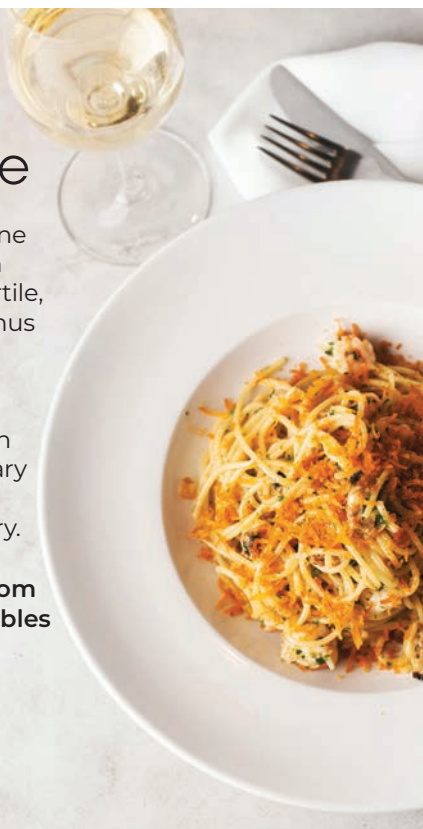
Il Cortile Ristorante

Experience Italian fine dining in downtown Paso Robles at Il Cortile, where seasonal menus highlight local ingredients. Enjoy handcrafted pastas, fresh seafood and an unforgettable culinary experience in the heart of wine country.

ilcortileristorante.com

[f](#) @ilcortilepasorobles

[@ilcortilepaso](#)



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 | [f](#) [@oxandanchorslo](#)



SAN SIMEON

Seaside Deli

Make Seaside Deli your Highway 1 pit stop! Located in historic Sebastian's General Store, the deli serves fresh, locally sourced sandwiches and sides daily. Ocean breezes, hill views and Central Coast flavors—lunch doesn't get better than this!

seasidefoodsllc.com | [@seasidefoods.sansimeon](#)



PASO ROBLES

Parchetto

Parchetto pairs fine dining with casual charm, offering seasonal dishes and inventive cocktails in a timeless setting that's perfect for brunch, lunch, dinner or light bites and a drink.

parchettobistro.com

[f](#) [@parchettopasorobles](#) | [@parchettopaso](#)



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 a.m. to 4 p.m., Epoch's historic tasting room is located off of Highway 46 West in Templeton.

epochwines.com
 f @epochwines



EXPLORE *Wine Country*

Discover legacy labels, sustainably minded wineries and emerging boutique winemakers in one of California's most exciting wine regions.



Daou Vineyards in Paso Robles



Dog-Friendly Wineries

TRAVELING WITH YOUR PUP? THESE WINERIES WELCOME YOUR 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



Ancient Peaks tasting at the historic Santa Margarita Ranch

Learn the Lay of *The Wine Lands*

From 18th-century mission vineyards to 21st-century innovators, SLO CAL wine country blends heritage with a thriving culture of experimentation.

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 vibes and palate-pleasing sips at every turn.

With more than 300 wineries spread across 16 distinct American Viticultural Areas (AVAs), SLO CAL is one of the most dynamic and approachable wine regions in the western United States. From ocean-kissed coastal vineyards to sun-drenched inland hillsides, this is a place where iconic labels and rising stars thrive side by side.

Grapes were first cultivated here during the mission period, and European immigrants planted early vineyards in the 1800s. But it wasn't until the late 1970s that the modern wine movement took hold, as vintners discovered just how well Rhône and Bordeaux varietals flourished in SLO CAL's diverse microclimates. The 1980s brought the region's first AVA designations, and by the 1990s and early 2000s, an influx of innovation—fueled by Cal Poly grads, second-generation winemakers and forward-thinking entrepreneurs—set the stage for today's exciting wine scene.

ITINERARY INSPIRATION

On the Wine Trails

Three ways to explore SLO CAL wine country

1

SLO Coast
CruiseCOOL CLIMATE
COASTAL WINES

- Begin your day at **Chamisal Vineyards** in rural San Luis Obispo.
- Head south to **Talley Vineyards** in Arroyo Grande.
- Continue to **Center of Effort**, where small-lot, barrel-fermented wines are poured in a beautifully restored hilltop estate.
- End your day with wine by the beach at **Peloton Cellars** or **Sans Liege**.

2

Paso Robles
Wine TrailBOLD REDS AND
ROLLING HILLS

- Greet the day with 360-degree vineyard views and a cabernet tasting at **DAOU Vineyards**.
- Sip Rhône-style blends at **Tablas Creek**, a leader in sustainable winemaking and regenerative farming.
- Watch the sunset with a glass in hand at **Halter Ranch**.

3

Urban Wine
Wander

TASTINGS IN TOWN

- Start in downtown San Luis Obispo with flights at **Region.SLO**, **CaliPaso** or **Dunites Wine Company**.
- Head up to **Tin City** in Paso Robles—drop into **Desparada**, **Emercy Wines** and **Hubba Wines**.
- Wrap up at **Herman Story Wines**, located near the Paso Robles town square.

WINE SMART

Wine
101Sip back and
learn

Visit SLO CAL's **Wine-O-One** series makes it easy to ditch the jargon and enjoy wine on your terms. From decoding tasting notes to understanding varietals, these quick tips help you taste with confidence—no pretension required. Scan the QR code to taste like a pro.

Discover
the SLO
Coast AVAFIND OUT WHAT THE
BUZZ IS ALL ABOUT

The **SLO Coast AVA** stretches from San Simeon to Nipomo, running 60 miles along the Pacific. Officially recognized in 2022, it's defined by cool marine air, fog and a long growing season that produces wines with bright acidity and coastal character. Pinot noir and chardonnay shine here, alongside syrah, albariño and other varietals.

Talley Vineyards pours
award-winning wines.

The Next Generation of Winemakers

A fresh wave of talent is redefining wine in SLO CAL.

Unbound by convention, these younger winemakers experiment with lesser-known varietals and low-intervention techniques to craft expressive, approachable wines. Meet three innovators shaping the future of SLO CAL wine.



Tyler and Rachel Eck

DUNITES WINE CO.: *A Reflection of the Region's Raw Coastal Beauty*

FOUNDED BY HUSBAND-AND-WIFE TEAM

Tyler and Rachel Eck, **Dunites Wine Co.** is a tribute to the artistic, free-thinking bohemian group who called Oceano Dunes home in the 1930s. Inspired by those original "Dunites," the Ecks built their boutique brand around the same values of creativity, community and authenticity.

"Dunites was an opportunity for us to collaborate on making wine from vineyards that excited us and in a style that represented what we wanted to drink," says Tyler Eck. The couple met while working in hospitality, and after earning degrees in Viticulture and Enology, launched Dunites as a shared

passion project. Their philosophy centers on soil health, native fermentation and minimal intervention in the cellar, and they're committed to working exclusively with vineyards that are farmed organically.

Those coastal vineyards, part of the newly established SLO Coast AVA, offer winemakers an enviable diversity to work with. "The dominant marine influence contributes an intensity and salinity to the wines," Eck enthuses. "That sense of place is a signature of great wines around the world, and it is present on the SLO Coast."

Whether exploring tide pools with their son or walking dusty vineyard trails, the Ecks draw daily inspiration from their surroundings. "Our days follow the same rhythm of the fog and sun that make this region ideal for wine."

HUBBA WINES: *A Playful, Personal Approach*

FOR RILEY HUBBARD, the talent behind **Hubba Wines**, winemaking is as much about place as it is about people. The San Diego native worked harvests in Australia, studied wine in Europe and honed her craft here on the Central Coast. "I really believe traveling opened my eyes to different ways of doing things," she says. "I fell in love with natural winemaking in Italy and France...a hands-off approach lets the grapes and the place speak for themselves."

After earning a degree in Ag Business with a minor in Viticulture from Cal Poly, Hubbard began her career at Paso Robles' L'Aventure Winery before heading abroad to work at Torbreck in Australia and Domaine d'Aupilhac in France while completing an advanced degree through Vinafera Euromaster.

Back in Paso Robles, she gained experience at Law Estate Wines and Desparada Wines while also consulting for Monochrome Wines. Launching Hubba Wines allowed her to bottle her personal style. "Hubba was a catchier nickname than Hubbard," she laughs of the twist on her maiden name for her label. "All of my wines are named after my friends and family. It helps me stay rooted in the real reason I started all of this—for them."

When it comes to her winemaking philosophy, she says, "I think wine made using thoughtful methods of cultivation, using

"There's a real sense of support here. We lift each other up and grow together."

environmentally friendly methods and ultimately caring about the humans that are going to consume the product and live on the land they are farming is what the focus should be."

Hubbard credits SLO CAL's tight-knit makers community for fueling her passion. "There's a real sense of support here. We lift each other up and grow together," she says. When not in the vineyard or cellar, you'll find her on the coast with her dogs. "I love taking Pancho and Bob to the beach, especially when the Paso summer heat kicks in."

OUTWARD WINES: *A Love Letter to Adventure*

OUTWARD WINES CO-FOUNDERS Natalie Siddique and Ryan Pace blend their passion for adventure with a deep respect for sense of place. "For us, wine is very much a portal to somewhere else. We hope our wines give people a feeling of exploration," Siddique explains.

Their paths to wine were vastly different. Ryan grew up in Santa Ynez with a winemaker father, harvested grapes around the world and completed a degree in Wine &

Viticulture at Cal Poly. Natalie, raised in Cincinnati by immigrant parents, initially pursued a career in international diplomacy. But a passion for climbing—and a chance meeting with Ryan at a gym in San Luis Obispo—redirected her path toward wine. "We quickly became outdoor climbing partners, which has and continues to be a major passion in our lives," says Siddique.

Natalie Siddique and Ryan Pace



SLO CAL WINE

"For us, wine is very much a portal to somewhere else. We hope our wines give people a feeling of exploration."

That sense of movement and curiosity inspired their label, Outward.

Founded in 2016 with two barrels of syrah, Outward has grown into a full-time pursuit for the couple, who focus on organic, site-specific wines. "We're committed to working with growers who share our values and respect for the earth," Siddique notes. The couple farms six acres on the SLO Coast and also sources from trusted sites across the Central Coast.

When they're not in the vineyard, you might find them trail running at Montaña de Oro, grabbing coffee at Field Day or spinning records at Jan's Vinyl Bar. "SLO County is such a wonderfully collaborative and supportive place," says Siddique. "We wouldn't be where we are without the many mentors and friends who continue to inspire us to keep pushing forward."



Riley Hubbard

Sense of Place *Tastes*

Try these only-in-SLO CAL wine adventures.

Located in San Simeon on the North Coast, **Hearst Ranch Winery** is the only working winery right on the beach. In Paso Robles' Adelaida District, **DAOU Vineyards & Winery** elevates tasting with its panoramic mountaintop views. Mountain vistas are also on offer at **Talley Vineyards** and **Laetitia Vineyard & Winery**—both in Arroyo Grande.

For the aviators who like to make a dramatic entrance, **Halter Ranch** offers a one-of-a-kind welcome: land your plane on the property's private

airstrip, linger over lunch and stock up on bottles before your return flight. Advanced reservations are required to fly in.

If exploring underground is more your speed, book the wine cave experience at **Eberle Winery**. The winery sits above a vast network of caves and tunnels that have been carved 30 feet below ground. Tour the subterranean labyrinth on a 90-minute VIP tasting that ends with pours in the atmospheric cave grotto.

Pilots can fly into Halter Ranch.



Hearst Ranch Winery sits right above the Pacific.

Unexpected Pairings

WINE-PLUS EXPERIENCES THAT SURPRISE AND DELIGHT



Perfectly Plated
NINER WINE ESTATES
Gourmet garden-to-table lunches are served with seasonal flair.

Vineyard Cruise
ROBERT HALL WINERY
Ride e-bikes in the vineyards before visiting the tasting room.

Good Vibes Only
ULLOA CELLARS
Wine + crystals = energy-rich pairings

Fly High
ANCIENT PEAKS WINERY
Zip-line above the vines and then sample their fruits after the adrenaline rush.



wine & spice
Taste how spice transforms wine with LXV Wine's Wine and Spice pairings.

SLO CAL WINE



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
@hearstranchwinery



Vineyard Tails

MEET THE WINERY
DOGS OF SLO CAL

From greeting guests in the tasting room to patrolling the vines, SLO CAL's four-legged ambassadors are as much a part of the wine country experience as the wines themselves. These canine hosts bring charm and lots of love to the region's laid-back vibe.

Above: Meet Pepper at Wolff Vineyards

A Commitment to *Eco-Friendly Wine*

Sustainability runs deep in SLO CAL wine country, where regenerative, biodynamic and organic farming practices shape vineyards and winemaking.

Pioneering 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; the winery avoids 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, farming biodynamically as well as 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 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 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 Epoch Estate Wines
- 21 Turley Wine Cellars
- 22 AmByth Estate
- 23 Pomar Junction Vineyard & Winery
- 24 Castoro Cellars

PASO ROBLES

- 25 ONX Wines & Vineyards
- 26 Shale Oak Winery
- 27 Niner Wine Estates

- 28 Seven Oxen Estate Wines
- 29 Rava Wines
- 30 Aaron Wines
- 31 Booker Wines
- 32 Jada Vineyard & Winery
- 33 Treana & Hope Family Wines
- 34 Broken Earth Winery
- 35 CASS Winery
- 36 Opolo Vineyards
- 37 Oso Libre Winery
- 38 Villa Creek Cellars
- 39 Sixmilebridge

- 40 Tablas Creek Vineyard
- 41 Halter Ranch Vineyard
- 42 JUSTIN Vineyards & Winery
- 43 Adelaida Vineyards and Winery
- 44 DAOU Family Estates
- 45 San Antonio Winery
- 46 Robert Hall Winery
- 47 Vina Robles Vineyards & Winery
- 48 Copia Vineyards and Winery
- 49 Le Cuvier Winery
- 50 J. Lohr Vineyards & Wines

SAN MIGUEL

- 51 Bon Niche Cellars
- 52 Villa San Juliette Vineyard



PASO ROBLES

CASS Winery

Step into the heart of Paso Robles wine country at CASS Winery, where 20 years of award-winning wines, warm hospitality and unforgettable experiences come together in true SLO CAL style.

CASS offers more than just wine tasting—it delivers a lifestyle. Enjoy wine country dining at the CASS Café, where guests sip and savor amid the vines. The menu features locally inspired, casual cuisine in a welcoming, family- and pet-friendly setting.

The winery's year-round Camp CASS program—an adult summer day camp—invites guests to elevate their visit with horseback rides, archery, wine blending and more. For deeper immersion, the Winemaker's Dude Ranch offers an all-inclusive retreat centered on winemaking and vineyard life.

And perched above the vineyard, the sleek Geneseo Inn is a modern bed-and-breakfast constructed out of shipping crates, offering a unique wine country stay. Paired with its state-of-the-art Barrel Room, CASS is also a premier venue for weddings, retreats, special events and fine dining.

Whether you're stopping in for a tasting, staying overnight or embracing the full CASS experience, this destination truly delivers all Paso Robles wine country has to offer.

casswines.com

[f @casswinery](https://www.facebook.com/casswinery) | [@cass_winery](https://www.instagram.com/cass_winery)

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

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





SLO CAL WINE



ARROYO GRANDE

Laetitia Vineyards & Winery

Laetitia Vineyards & Winery is where the rolling hills of Arroyo Grande Valley meet the long-standing tradition of winemaking on California's Central Coast. Just off Highway 101—the gateway to SLO CAL wine country—the tasting room is open daily from 10 a.m. to 5 p.m. Come enjoy estate-grown pinot noir and *méthode Champenoise* sparkling wines in a relaxed, scenic setting. Whether you're a seasoned wine enthusiast or simply curious, there's always something new to discover and enjoy.

laetitiawine.com |   @laetitiawine



SAN LUIS OBISPO

EDNA

Tucked in the heart of wine country, EDNA brings together the best of it all—a joint tasting room, elevated coastal cuisine and a craft distillery. It's a place to gather, taste and linger a little longer in the relaxed rhythm of the Central Coast. See you at EDNA.

ednaslo.com | @seeyouatedna



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
@baileyanawines





PASO ROBLES

J. Lohr Vineyards & Wines

Second-generation family-owned and -operated J. Lohr Vineyards & Wines invites you to experience its newly reimagined J. Lohr Paso Robles Wine Center. Here, you'll discover a curated selection of exclusive small-lot wines, sweeping vineyard views from the outdoor terrace and warm hospitality, interspersed with authentic Lohr lore.

Grown on J. Lohr's sustainably farmed estate vineyards in Paso Robles, Monterey County and St. Helena in Napa Valley, these delicious wines showcase the true varietal expression of their famed growing regions. #ShareTheLohr daily from 10 a.m. to 5 p.m.

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





PASO ROBLES

Le Vigne Winery

Named Winery of the Year in 2025 by the Central Coast Wine Competition and New York International Wine Competition, Le Vigne offers award-winning wines, cheese pairings and a customizable wine club.

levignewinery.com
 f @levignewine | @levignewinery



SANTA MARGARITA

Ancient Peaks Winery

Come experience sustainably grown wines and a seasonal lunch menu at the Tasting Room and Café. Make new friends at the tasting bar, settle into an indoor bistro table or soak up the sun on the outdoor patio.

ancientpeaks.com | f @ancientpeaks



PASO ROBLES

Jada Vineyard & Winery

Celebrate 25 years of Jada Vineyard & Winery with a tasting of award-winning, estate-grown wines from a CCOF-certified organic vineyard in the heart of Paso Robles. Jada is known for bold Rhône- and Bordeaux-style blends and multiple Top 100 Wines from wine critic Jeb Dunnuck. Enjoy a seated tasting in one of three unique wine spaces.

jadavineyard.com
 @jadawinery

SLO CAL is a surfer's paradise,
especially in fall and winter when the
swells are at their best and biggest.

Beach Guide

TURN TO PAGE 70 FOR
A GUIDE TO THE
REGION'S BEST
BEACHES AND TOP
SURF SPOTS.



GET OUTSIDE

OUTDOORS

THE *swell* LIFE

SLO CAL is a natural playground—where surf breaks, trails and wide-open beaches invite adventure, and wellness rituals offer the perfect way to reset and recharge.

THE SLO CAL *Beach Guide*

Stretching for 100 miles along California's Central Coast, SLO CAL's shoreline offers classic beaches, secluded escapes and epic surf breaks.

Dune-Swept Wonders

At the southern end, the **Guadalupe-Nipomo Dunes Complex**—the world's largest intact coastal dune ecosystem—stretches for 18 miles. Hidden within the protected **Guadalupe-Nipomo Dunes National Wildlife Refuge** is **Oso Flaco Lake**, a rare coastal freshwater lake with a boardwalk trail for birders.

State Park Serenity

Montaña de Oro State Park, near Los Osos, offers 8,000 acres of trails, tide pools and wild coastline. Nearby, **Morro Strand State Beach** stretches three miles along Estero Bay, backed by rolling dunes and iconic Morro Rock. It's a haven for migratory shorebirds, especially long-billed curlews. Tucked below Hearst Castle in San Simeon, **William Randolph Hearst Memorial Beach** offers a sheltered cove perfect for kayaking, picnicking and spotting sea otters.

Wildlife Encounters

North of Cambria, the **Piedras Blancas Elephant Seal Rookery** offers an unforgettable view of massive male elephant seals defend-

ing their turf during the breeding season.

Moonstone Beach in Cambria boasts easy access to tidepool treasures and coastal wildlife.

Classic Beach Towns

In **Pismo Beach**, life revolves around long walks at sunset, surfcasting from the pier and vintage charm just steps from the sand.

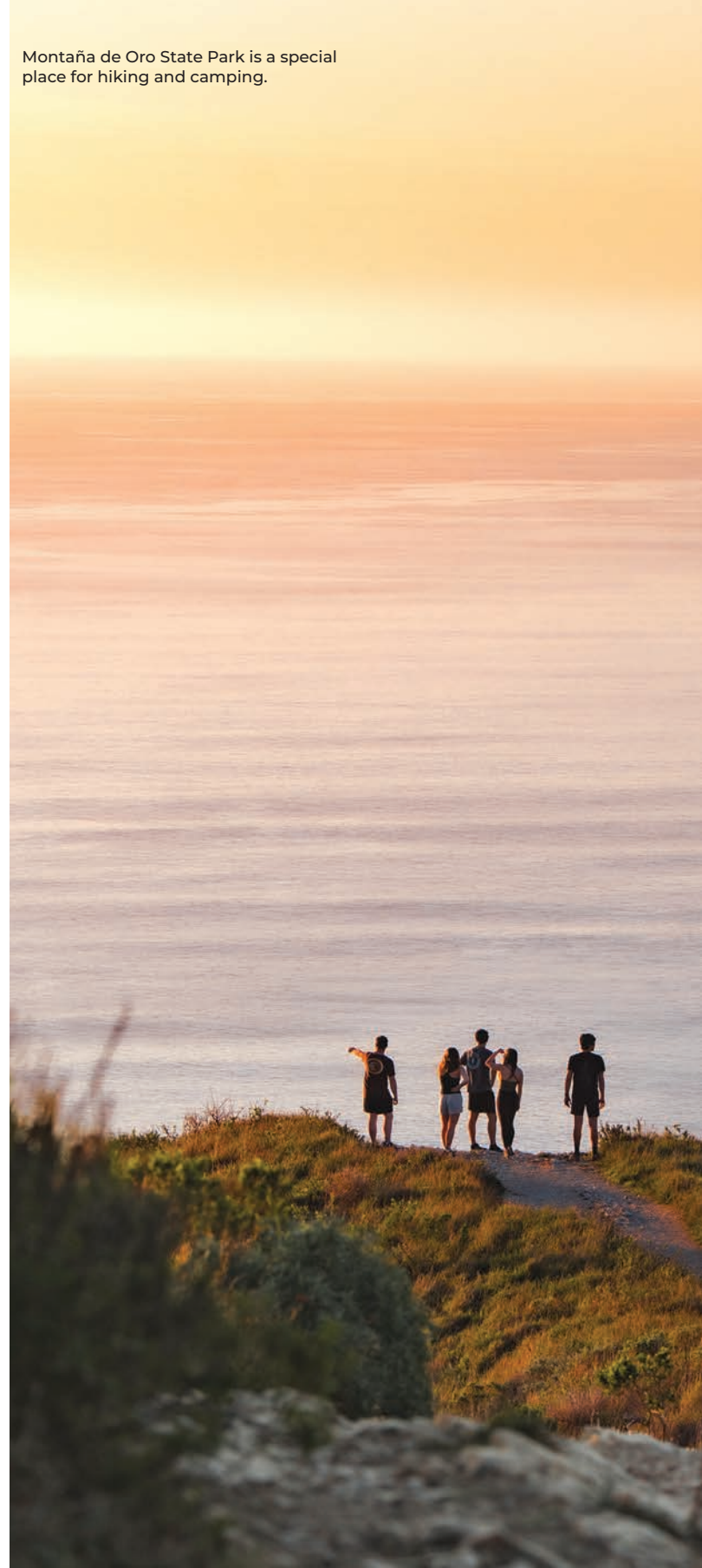
Avila Beach offers a sunny microclimate perfect for kayaking, whale watching and even wine tasting.

Cayucos pairs old-school surf vibes with ranching roots. And **Grover Beach** delivers an authentic California beach-town feel, where wide sandy shores complement a laid-back, welcoming vibe.

Surf's Up

SLO CAL's waves offer variety for every skill level. Top breaks include **Pismo Beach Pier**, **Cayucos Pier**, the north side of **Morro Rock** and **Pico Creek Beach** near San Simeon.

Pancho's Surf Shop in Pismo Beach, **Wavelengths Surf Shop** in Morro Bay and **Good Clean Fun** in Cayucos offer board rentals, gear and insider tips.



Join Dana McGregor and his famous **Surfing Goats** for family-friendly group adventures that are perfect for animal lovers and ocean enthusiasts alike. Take surf lessons, where goats ride the waves alongside you, or trek scenic trails near Pismo Beach with goats as your hiking buddies.



Grover Beach

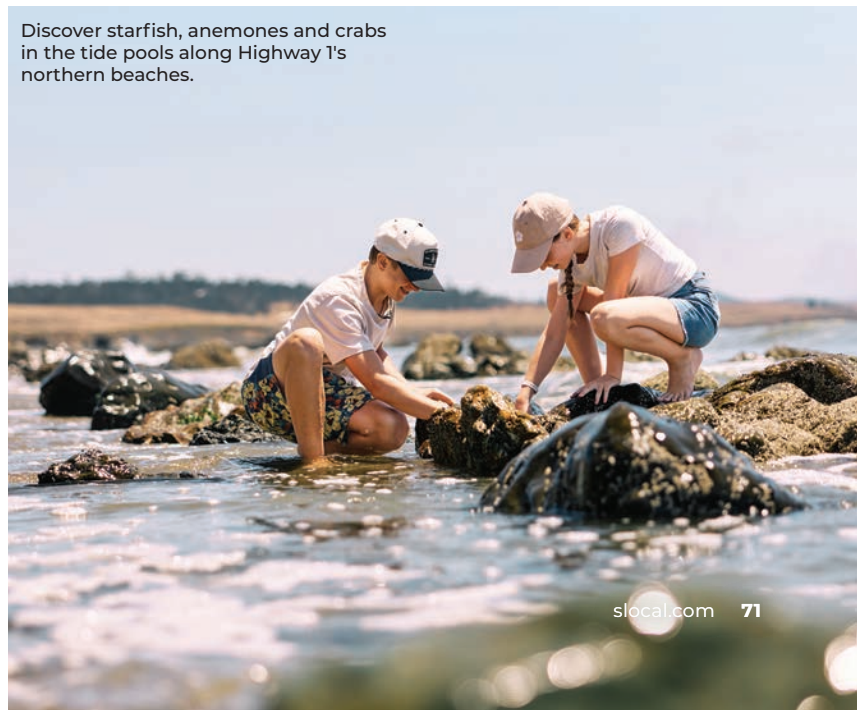


OUTDOORS

Morro Bay



Discover starfish, anemones and crabs in the tide pools along Highway 1's northern beaches.





DOG-FRIENDLY *Beaches*

Your pup can romp in the surf and enjoy the sunshine at these pooch-approved beaches in SLO CAL.

Olde Port Beach

near Avila is one of the few leash-optional beaches in SLO CAL, with easy access, parking and a wide sandy stretch for off-leash play.

Avila Beach

allows dogs off-leash before 10 a.m. and after 5 p.m., making it a popular spot for early morning or sunset strolls.

Cayucos State Beach

welcomes leashed dogs in designated areas and offers a charming, walkable shoreline; head south toward Morro Bay for more leash-optional space near North Point.

Morro Bay Dog Beach

(also known as **Toro Creek Dog Beach**) lies between Morro Bay and Cayucos and offers a spacious stretch for on-leash or respectful off-leash romping.

PIERS, PORTS & Postcard Views

SLO CAL's
coastline is
dotted with
historic piers

and working ports that capture the region's maritime spirit and offer endless ways to soak up the salty air. In **Pismo Beach**, the landmark 1,250-foot pier anchors the town's beach scene and buzzes with surfers, anglers and sunset seekers. Just a few miles north, **Avila Beach Pier** serves as the town's laid-back centerpiece. The **Harford Pier** at Port San Luis Harbor District remains an active commercial fishing hub where visitors can drive out over the water and dine on the catch of the day.

Morro Bay's Embarcadero leads to the T-pier, where you can spot sea otters and harbor seals lounging beneath the docks.

Farther up the coast, the **Cayucos Pier**, built in 1872, exudes small-town surf vibes—ideal for strolling with a coffee or casting a line. **San Simeon Pier** rounds out the county's coastal collection with a peaceful perch at William Randolph Hearst Memorial Beach.

Recently restored, the 850-foot pier is a favorite for fishing and soaking in views of the cove's calm waters where sea otters float and migrating whales occasionally surface offshore.

San Simeon Pier



OUTDOORS

Cayucos Pier



Drive, walk or slide down the Oceano Dunes.



Monarch Butterfly Migration

Each year, thousands of monarch butterflies winter in the cypress and eucalyptus trees at the **Pismo State Beach**

Monarch Butterfly Grove. From November 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.

Epic OUTDOOR ADVENTURES AWAIT

Experience the thrilling side of SLO CAL

Soar on a Zip Line

Fly above vineyards and oak-studded hills with **Margarita Adventures** on a 6-line zip tour across historic Santa Margarita Ranch.

Giddy Up

Take a memorable trail ride on a Clydesdale horse at **Covell Ranch** in Cambria—one of the few places in the country offering this majestic experience. Explore scenic vineyards on horseback with **Central Coast Trailrides** or traverse more remote landscapes with **Shangri-La Ranch Horseback Adventures** in Paso Robles.

Ride in a Hot Air Balloon

Float above the vineyards on a hot air balloon flight with **Balloons Over Paso** departing from Paso Robles Airport.

Rev It Up on an ATV

Rent an ATV in Pismo Beach or Grover Beach to traverse the iconic Oceano Dunes. Or let **Xtreme Hummer Adventures** do the driving while you hang on for the ride.

Kayak Hidden Coves

Paddle to secret beaches with **Avila Beach Paddlesports**, or explore the Pismo Beach sea caves with **Central Coast Kayaks**. **Central Coast Outdoors** offers guided trips in Morro Bay, including one to an oyster farm.

Splash Around Lopez Lake

Rent boats, kayaks or waverunners—or cast a line for bass, crappie and catfish—at **Lopez Lake Marina** in Arroyo Grande.

Take a guided excursion with Central Coast Kayaks.



Rent a watercraft at Lopez Lake.



Zip-line with Margarita Adventures.



OUTDOORS

Ride with Covell Ranch Clydesdales.





Discover Atascadero's rural
beauty on uncrowded trails.

HIKING AND BIKING

THE PATH TO *Adventure*

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.



SLO CAL TRAIL AND TREK GUIDE

From peak climbs to breezy coastal rides, SLO CAL is a paradise for outdoor explorers.

Peak Hikes

Challenge yourself on **Cerro San Luis** (a.k.a. Madonna Mountain), a 4-mile round trip with ocean views from its 1,000-foot summit. In Montaña de Oro State Park, the **Valencia Peak** trail rewards hikers with sweeping vistas from 1,347 feet. For a bigger climb, tackle **Cerro Alto**—a 5.3-mile loop with a 1,600-foot ascent and panoramic views that can stretch all the way to the Sierra Nevada.

Coastal Walks

Stroll trails at **Fiscalini Ranch** and **Moonstone Beach** in Cambria. Explore the bluffs of **Harmony Headlands** and the 11 miles of multiuse trails at the 880-acre **Pismo Preserve**.

Cycling Adventures

Cruise the family-friendly **Bob Jones Trail** or try the **Irish Hills** singletrack. Road cyclists love the rural routes through **Edna Valley** and **Paso Robles** and the coastal rides along Highway 1.



Bike the Bob Jones Trail to Avila Beach.

National Parks and Landmarks

SAN LUIS OBISPO COUNTY IS HOME TO STUNNING NATURAL PRESERVES AND HISTORIC LANDMARKS THAT SHOWCASE THE REGION'S RICH BEAUTY AND HERITAGE.

Carrizo Plain National Monument

Estero Bluffs State Park

Harmony Headlands State Park

Hearst San Simeon State Historical Monument

Montaña de Oro State Park

Morro Bay State Park & Marine Preserve

Pismo State Beach

William Randolph Hearst Memorial Beach

Cayucos State Beach

Morro Strand State Beach

Oceano Dunes State Park

ACCESSIBLE SLO CAL

Opening the Outdoors

For Travis Jecker, founder of **Positive Ride** and a wheelchair user, access to the outdoors isn't just a luxury—it's a lifeline. And nowhere, he says, does that access feel more real and expansive than in SLO CAL.

Jecker founded Positive Ride to address the sense of exclusion he often felt. "I know what it feels like to be stuck behind the railing, watch-

ing others have fun," he says. "We're breaking down those barriers and opening the outdoors to everyone."

From beach wheelchair rentals at Pismo and Avila to high-tech Freedom Trax units—motorized attachments that allow manual wheelchairs to go off-road—SLO CAL offers adaptive infrastructure that's changing lives.



"San Luis Obispo County is one of the best places in California for people in wheelchairs to access state, county and public lands. That means paved or compacted trails and ADA-compliant restrooms, parking and ramps. We're talking about access that's not just theoretical—it's functional and well-maintained." **TRAVIS JECKER**, Founder of Positive Ride



Take a swing on the links.

INSIDER PERKS

Hit the Greens

Deals and packages for golfers

Frequent golfers should consider the **SLO County Golf Card**, which includes free rounds and discounts at Morro Bay, Dairy Creek and Chalk Mountain—ideal for extended stays or golf-

focused getaways. Planning a multiday golf trip? Sea Pines offers **Central Coast Golf Trail** packages that combine lodging with rounds at several of the area's top courses.



Tee TIME

From oceanview fairways to high-tech driving ranges and soccer ball-size cups, SLO CAL offers a dynamic lineup of golf experiences for all skill levels and styles.

Championship-Caliber Public Courses

Golfers looking for a scenic challenge will find plenty to love across the county's public greens. On the coast, **Avila Beach Golf Resort** winds through oak-dotted valleys and over tidal estuaries, offering a striking 18-hole, par-72 course that rewards accuracy and showcases coastal beauty. Further north, **Morro Bay Golf Course** sits above the harbor with panoramic ocean views, a classic layout and an approachable design perfect for all levels. Inland, **Chalk Mountain Golf Course** in Atascadero is known for its oak-lined fairways, gently rolling terrain and quiet setting. For a quicker round, **Laguna Lake Golf Course** in San Luis Obispo provides a 10-hole, par-32 layout ideal for beginners or anyone short on time.

Swing Time: A Smarter Driving Range

Dairy Creek Golf Course near San Luis Obispo blends natural beauty with high-tech golf. In addition to its relaxed 9-hole layout, the course is home to **Swing Time**, a Toptracer-powered driving range where players can practice with real-time swing data, play virtual games or challenge friends in climate-controlled hitting bays.

Kickin' It With FootGolf

For something entirely different, **Sea Pines Golf Resort** in Los Osos offers the county's only FootGolf course. This hybrid sport swaps clubs for cleats and uses soccer balls instead of golf balls—aiming for oversized holes in as few kicks as possible.



MORRO BAY

A Kayak Shack

Discover Morro Bay by kayak, canoe or paddleboard! Explore the estuary, dunes and oyster farms. Enjoy stunning views, abundant wildlife and a unique Central Coast experience. Rentals and guided tours are available for all skill levels.

morrobaykayakrental.com | [@akayakshack](https://www.instagram.com/akayakshack)



ATASCADERO

Central Coast Zoo

Discover more than 100 amazing animal species from around the world at the only Association of Zoos and Aquariums (AZA) accredited zoo in SLO CAL! Located in Atascadero Lake Park, the zoo offers fun, education and conservation in a family-friendly setting.

centralcoastzoo.org | [f](https://www.facebook.com/centralcoastzoo) [i](https://www.instagram.com/centralcoastzoo) [@centralcoastzoo](https://www.instagram.com/centralcoastzoo)



PASO ROBLES

California Vintage Tours

Cruise Paso Robles wine country in a private, chauffeur-driven classic car. This stylish, curated experience is perfect for special occasions, romantic getaways or simply savoring the region's best wines in vintage-inspired comfort.

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



PASO ROBLES

Balloons Over Paso

Drift above Paso Robles in a peaceful hot air balloon ride with Balloons Over Paso. Enjoy stunning vineyard views, golden hills and sunrise skies during an unforgettable adventure perfect for any occasion. Come fly!

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

MORRO BAY

Estero Adventures

Enjoy a self-captained cruise through Morro Bay aboard a 16-foot electric boat. Designed for up to 10 passengers, these family-friendly outings require no boating license and are perfect for wildlife viewing and a relaxing picnic on the water.

esteroadventures.com

📍 @esteroadventures_morrobay



GROVER BEACH

The Locked Inn Escape Room

Celebrating a decade on the Central Coast, The Locked Inn was voted a top 100 escape room worldwide by Best of Morty. It's perfect for families or team-building fun.

thelockedinn.com | 📍 @thelockedinn



SANTA MARGARITA

Margarita Adventures

Welcome to the Central Coast's ultimate playground. From thrilling zip line tours and exciting escape rooms to nature excursions and vineyard e-bike rides, experience five-star adventures for all ages and interests. Wine country has never been so fun!

margarita-adventures.com | 📍 @margaritaadventures



NIPOMO

The Luffa Farm

Discover how luffas (aka loofahs) grow during a free, family- and pet-friendly tour. Shop handmade bath and herbal products alongside homegrown luffas, Wednesday through Sunday, 10 a.m. to 4 p.m.

theluffafarm.com | 📍 @nipomo.luffa.farm



PASO ROBLES

Olivas de Oro

Taste your way through the largest selection of olive oils from the oldest family-owned grower and producer on California's Central Coast. Enjoy artisan food pairings during a flavorful experience designed to surprise, delight and inspire.

olivasdeoro.com

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

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



PASO ROBLES

Sunshine Olive Oil Company

Nestled in the sunny hills of Templeton, Sunshine Olive Oil is a certified organic, female-owned family farm producing award-winning extra virgin olive oil. Visit the Paso Robles store for a free olive oil tasting and find out why Sunshine was named the Central Coast's 2025 Olive Oil Producer of the Year.

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

SLO CAL

Self Care



*Crafted in
Cayucos*

MICAL SKINCARE
IS POWERED BY
NATURAL ACTIVES.

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's no shortage of ways to retreat yourself here.



Goldenseal Skincare



Sloco Spa



The Spa at The Cliffs

Reset, restore and rejuvenate. Recharge at **CA Sauna Club** in San Luis Obispo or embrace ocean-inspired renewal at **Surf Side Sauna** in Pismo Beach. **White Heron Sangha** is a Buddhist meditation center that hosts retreats and mindfulness classes in Avila Beach. **Tula Yoga, Fitness, & Retreats** leads private yoga classes and guided meditations in nature. **Sagrada Wellness** hosts yoga retreats in a majestic hilltop setting in Santa Margarita. **Let's Get Tuned**, a

Morro Bay yoga studio, offers weekly sound baths.

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 at Cambria's **VYANA Wellness Collective**. Soothe tired soles with **Life Elements'** CBD Foot Therapy treatment in Atascadero. Get glowy at **Goldenseal Skincare**, a

holistic facial clinic in Avila Village that incorporates techniques like lymphatic drainage, craniosacral massage and Reiki.

Make it a full spa day with a massage and private soak at **Sycamore Mineral Springs Resort & Spa**. In Paso Robles, **River Oaks Hot Springs Spa** also invites travelers to unwind in naturally heated mineral baths. Or book a couples massage at **The Spa at The Cliffs** and get full access to the amenities including sauna and pool.



"SLO CAL is such a wonderful place for wellness because of the peace it offers. There are so many natural spaces for restoration and a variety of talented practitioners providing healing treatments."

TARREN BROOKS, Owner of Goldenseal Skincare

PAMPER YOURSELF

The Day Spa Short List

Where to go in SLO CAL for body work, skincare treatments, energy healing and more rejuvenating services.

**Front Street
Inn & Spa**
Morro Bay

Heart & Soles
Atascadero

**Heaven Tea Leaf &
Foot Spa**
Grover Beach

Orchid Massage
Morro Bay

**River Oaks Hot
Springs Spa**
Paso Robles

Sol Spa
San Luis Obispo

Sojourn Healing Arts
Cambria



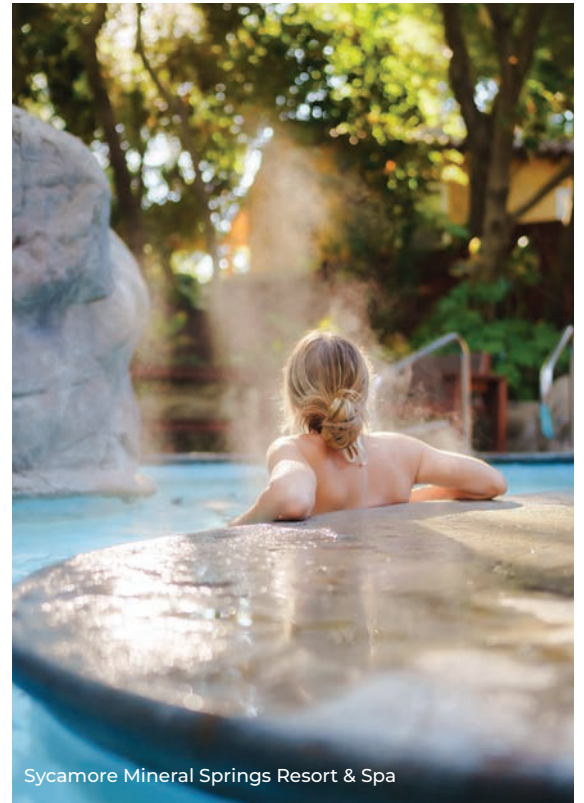
Spa Cerro
San Luis Obispo

**Sycamore Mineral
Springs Resort & Spa**
Avila Beach

The Spa at The Cliffs
Pismo Beach

Madonna Inn Spa
San Luis Obispo

**VYANA Wellness
Collective**
Cambria



Sycamore Mineral Springs Resort & Spa



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. Experienced aestheticians work with botanical ingredients and natural, plant-derived actives to reveal smooth and radiant skin. Sol Spa tends to every detail with grace, authenticity and intuition.

hotel-slo.com/sol-spa
f @solspaslo

SAN LUIS OBISPO

Megan's Organic Market

Step inside Megan's Organic Market (lovingly known as MOM) and you'll see why this local woman-owned cannabis market stands out. With a bright, whimsical interior, open-concept shopping and warm, knowledgeable team members, the vibe is as welcoming as it is unforgettable.

Voted SLO CAL's best dispensary five years in a row, MOM is for the cannabis curious and seasoned connoisseur alike. With a thoughtfully curated selection of high-quality cannabis products—including flower, edibles, vapes, topicals and more—MOM has what you need to enhance your California adventure.

Enjoy first-time customer savings, daily deals up to 50% off, rotating promos and a product selection that'll keep your wallet just as happy as your stash.

So while you're soaking up wine country, sunshine and seaside charm, don't forget to come say "high" to MOM. Open daily, 7 a.m. to 10 p.m.; must be 21+ or 18+ with valid medical ID.

megansorganicmarket.com

📍 @sayhighmom





SLO CAL'S *Creative Pulse*

Dive into local culture at art galleries, makers markets and festivals. Tour historic missions, museums and estates. Hear live music under the stars and stroll through an otherworldly glowing field of light.



San Luis Obispo Museum of Art
changes its murals annually.

Missions & Museums

Past meets present at 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 indigenous artifacts. Further north, **Mission San Miguel Arcángel** (established in 1797) 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. Aficionados of visual arts will also want to check out

Sculptura Winery & Sculpture Garden in Paso Robles featuring larger-than-life sculptures.

Things That Go

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 and featured in the 1990 film *The Hunt for Red October*.

Mission San Miguel Arcángel



Secret Garden

NATIVE PLANTS THRIVE AT SAN LUIS OBISPO BOTANICAL GARDEN.

After learning 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 CENTRAL COAST ZOO IS HOME TO 100+ SPECIES 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 animals as diverse as flamingos, red pandas and tortoises.

The SLO CAL Stage

Whether you're into jazz or jam bands, classical symphonies or comedy nights, SLO CAL hits all the right notes.

Festival Favorites

MUST-DOS FOR MUSIC LOVERS

Music festivals are a SLO CAL staple, blending wine, food and rhythm into unforgettable experiences. **Whale Rock Music & Arts Festival** (September) is a two-day celebration at Castoro Cellars with bands, yoga and artisan vendors. **Live Oak Music Festival** (summer) presents a genre-spanning lineup with camping under the oaks. **Shabang Music & Arts Festival** (May) is known for its mix of indie, electronic and experiential art in the hills near San Luis Obispo. **Festival Mozaic's Summer Music Festival** (summer) pairs classical music with cuisine and wine in venues throughout SLO CAL.



Mission Muse
Festival Mozaic uses picturesque venues.



The California
Mid-State Fair

Big Stages & Touring Talent

Vina Robles Amphitheatre hosts major acts in Paso Robles under the stars surrounded by vineyards. The 3,300-seat venue offers elevated yet intimate concert experiences April through November. **California Mid-State Fair** lights up Paso Robles every July with chart-topping artists, rodeos and a lively fairground atmosphere. **Fremont Theater**, a 1940s art deco gem in downtown San Luis Obispo, brings a mix of indie artists, country stars and comedy headliners to its storied stage.

Concerts by the Sea

Live music meets sea breezes at **Avila Beach Golf Resort**, where the annual **Concerts at the Cove** series runs from May through October with



San Luis Obispo
Repertory Theatre

top stars performing just steps from the ocean. In Los Osos, **Sea Pines Golf Resort** hosts its beloved **Barefoot Concerts on the Green** every Saturday from April through October—a family-friendly lawn party with live bands, food and drinks. **The Siren** in Morro Bay is a go-to for high-energy shows by local bands and touring acts.

All That Jazz

SLO CAL has deep roots in jazz, a credit to the **Basin Street Regulars Hot Jazz Club**, which hosts monthly gigs at rotating venues, and the annual **Jazz Jubilee by the Sea** every October. **Libretto**, a chic live jazz lounge and piano bar in downtown Paso Robles, offers an intimate setting for jazz and classical performances paired with fine wine and cocktails.

Theater & Performing Arts

San Luis Obispo Repertory Theatre presents a year-round schedule of professional productions including classic and contemporary plays. **Clark Center for the Performing Arts** is Arroyo Grande's destination for engaging live performances. Local colleges and cultural centers also present everything from symphonies and dance to spoken word and student showcases.

Historic Cinema
Fremont Theater was built
in 1942 in the Streamline
Moderne style.

CULTURE





Whoa, zebras!

Keep your eyes peeled along Highway 1 near Hearst Castle—you might spot zebras, descendants of William Randolph Hearst's private zoo, roaming in the hills.

Choose Your Castle Adventure

SPECIALTY TOURS OF HEARST CASTLE DIVE DEEPER INTO THE LANDMARK.

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

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

Architectural buffs can choose from tours focused on the estate's design: The **Designing the Dream Tour** traces the evolution of the castle's architecture over nearly three decades. The **Julia Morgan Tour** examines the great architect's career as docents lead you through areas inaccessible on other tours.

LOCAL CULTURE

The Grand Hearst Castle

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



It 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 once 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 antiques Hearst collected, as well as the architectural elements that he salvaged from buildings around the world.

RESERVE AHEAD

How to Plan Your Visit

Book tours in advance—tickets often sell out. The Visitor Center, gift shop and café are open without reservations, but guided tours are the main event. Tour tickets include the film *Hearst Castle: Building the*

Dream (also sold separately). Check hearstcastle.org for seasonal Evening Tours and Holiday Twilight Tours. Accessible tours are available.



Wild & Whimsical

SLO CAL HAS NO SHORTAGE OF UNIQUE CULTURAL GEMS.

THE GREAT AMERICAN MELODRAMA

This beloved throwback theater in Oceano serves up hilarious live performances, complete with a vaudeville-style revue and an old-school snack bar run by the actors.

MADONNA INN

Madonna Inn, an over-the-top San Luis Obispo hotel, features 110 themed rooms and ultra-kitschy, pink dining spaces.

LAZY ARROW ADVENTURES

Hop aboard a safari truck to get a taste of cowboy life at Lazy Arrow Adventures, a working cattle ranch in Santa Margarita.

SAN LUIS OBISPO HISTORIC CHINATOWN

The downtown San Luis Obispo Historic Chinatown district honors its past through preserved storefronts, murals and vintage neon.

Sensorio



Culture Vultures!

TURN TO PAGE 120 TO CHECK OUT THE EVENTS CALENDAR FOR MORE TRIP IDEAS.

LOCAL CULTURE

Experience the Magic of Sensorio

Make the most of your night under the lights with these simple tips for a seamless and unforgettable experience at Sensorio Paso Robles.

SENSORIO PASO ROBLES transforms rolling hillsides into a living canvas of light, sound and imagination. Thousands of solar-powered spheres create a glowing landscape that shifts with every step. The new Dimensions installation layers immersive visuals with an original musical score for a multisensory journey. Nearby, the Fiber Optic Symphony Orchestra (FOSO) weaves orchestral sound with a sea of illuminated strands. Sensorio offers an ever-evolving blend of art, nature and music beneath the stars.

CHOOSE YOUR EXPERIENCE

Total Glow: General admission access to the art installations and food and drink vendors; perfect for a self-paced stroll through the illuminated hills.

Terrace Experience: Upgraded access to a private seating area with views overlooking the Field of Light, plus exclusive food and drink vendors and live music.

VIP Private Pods: Reserve a firepit-adjacent pod for your group with full-service dining.

TIME IT RIGHT

Arrive just before sunset to enjoy the golden hour and watch the lights gradually come to life. Expect to spend 1.5–2 hours on the grounds, depending on your pace and ticket type. Sensorio is open select evenings; check the calendar and book tickets in advance—weekends often sell out.

EAT BEFORE OR STAY FOR DINNER

On-site options include food trucks, a wine bar and elevated meals with Terrace or VIP tickets. Want more variety? Dine in downtown Paso Robles before and arrive just in time for the show.

WHAT TO BRING

Wear comfortable shoes; the walking paths are well maintained but can be uneven. Bring layers—evenings can get chilly, even in summer.



SLO CAL Crafted was created by Visit SLO CAL to shine a light on all the talented makers, artisans and entrepreneurs living and working in SLO CAL. Whether it's bottling distilled spirits, hand-shaping surfboards, harvesting local honey or designing jewelry, the certification program recognizes the small businesses, craftspeople and locally rooted brands that reflect the region's singular character.

The SLO CAL Crafted Certification Requirements

- The enterprise is 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
- The business creates a uniquely local product, experience or service that enhances the local tourism experience



Plantae + Fungi

MEET THE MAKERS



Cultivating Nature's Wisdom in Cambria

Plantae + Fungi invites customers to explore the healing power of plants and mushrooms.

Equal parts apothecary, cafe and curiosity shop, **Plantae + Fungi** was born from co-owners Miho Watanabe and Mike Coulson's shared passion for the health benefits of botanicals and fungi. "We envisioned a place that was more than just a store," says Mike. "It's a space where people can receive one-on-one guidance, take a class and genuinely feel like they're taking their health into their own hands."

From mushroom powders and teas to tinctures, chocolates and adaptogenic drinks, nearly everything in the shop is made in-house or sourced from like-minded small businesses. "We start local and expand from there," Mike explains. "Many of the products are made right here in our building."

Plantae + Fungi also serves as a creative hub, hosting fermentation workshops, mycology immersions, tea tastings and mindfulness classes that reflect a deep connection to SLO CAL's maker culture. A standout product? The Plant + Mushroom powder blends—a versatile, flavorful way to incorporate functional wellness into daily life.

Fire Bowl by
Stromsøe Studios



Go Metal

FORGE A NEW SKILL

Stromsøe Studios hosts jewelry and metal art classes. Taught by renowned metalsmith Randy Stromsøe, these workshops cover techniques like soldering, forging and stone setting. Whether you're a beginner or looking to refine your skills, you'll leave with a one-of-a-kind piece.



Gregg Bone and Audrey Burnam



Olive oil made in SLO CAL

Buy Local

SOUVENIR CENTRAL

Discover SLO CAL's maker culture at gift boutiques including **Making SLO**, **Ah Louis Store** and **General Store Paso Robles**. Each carries a robust selection of locally made products and artworks.



Olive oil tasting



An olive oil flight

MEET THE MAKERS

Liquid Gold

Tuscan inspiration meets fruit-to-bottle craftsmanship at Kiler Ridge Olive Farm.

Perched on a ridge in Paso Robles wine country, **Kiler Ridge Olive Farm** is a shining example of SLO CAL Crafted values. Farming, sustainable practices and artisanal production converge in every bottle of award-winning extra virgin olive oil.

The dream began on a bike tour through Tuscany, where founders Gregg Bone and Audrey Burnam discovered the bold, grassy flavor of Italian olive oil. Inspired, they left Los Angeles for the Central Coast, planted 835 Tuscan olive trees and built a straw bale mill

by hand. By 2010, Kiler Ridge was producing its own certified extra virgin olive oil.

Today, every step—from harvesting by hand to milling, racking and bottling—is done onsite. “Our oil reflects both the land and the care we put into every step,” says Audrey Fletes, tasting room manager. “We hope guests leave with more than just a bottle—they take home a deeper understanding of what it means to craft something with care, integrity and connection to place.”

Sustainability is at the heart of the process: olive pomace is returned to the orchard as fertilizer and unused oil becomes handmade soaps, lip balms and candles. Tastings offer a glimpse into the farm's history, olive varieties and pairings. Visitors can dive deeper during harvest season with guided tours and take part in the Community Crush, where small growers join forces to produce a shared batch of oil.



Public Art Abounds

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

MEET THE MAKERS

Drawn to SLO CAL

Amandalee Design is a creative studio that translates local landscapes, wildlife and history into clean, modern artwork and apparel.

What began as a personal creative outlet for graphic designer and illustrator Amanda McClellan has blossomed into **Amandalee Design**, a brand known for its distinctive blend of education, storytelling and design. “I started by making things for fun,” Amanda says. “But as I shared my work, people connected with it, especially pieces that celebrated the Central Coast.”

Inspired by childhood visits to Pismo Beach and Morro Bay, Amanda moved to SLO CAL from California’s Central

Valley and never looked back. “The rolling hills and dramatic coastline felt like art in themselves.”

Her work—often monochromatic, clean and illustrative—spotlights the region’s natural beauty and lesser-known facts. One of her earliest hits was a piece highlighting the Nine Sisters, a chain of volcanic peaks running through the area. “Some locals didn’t even know about them. I wanted to create something beautiful and educational that deepened our connection to place.”

Amanda’s designs appear on prints, stickers, tote bags and shirts—all designed by her and printed locally. You can find her work at locations like **SLO Public Market**, the **SLO Chamber Visitor Center**, San Luis Obispo’s **REI**, **Morro Made** and online at amandaleedesign.com.

“What makes SLO CAL so special,” Amanda says, “is the adventure, the scenery and the sense of community. I feel incredibly lucky to call this beautiful place home.”

Amanda McClellan





PASO ROBLES

Stromsöe Studios

Randy Stromsöe is a nationally renowned master silversmith who's crafted pieces for the White House, Vatican and major museums. Take a class, book a private workshop or tour the studio by appointment to experience craftsmanship in action.

randystromsoe.com

© @stromsoe.studios



SAN LUIS OBISPO

EDNA Contemporary

With an exceptional selection of paintings, photography and sculpture, EDNA Contemporary brings world-class art to the Central Coast. With more than 25 years of experience in art and design, EDNA Contemporary offers personalized art consulting for individuals and businesses in a warm and welcoming setting.

ednacontemporary.com

© @ednacontemporary



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 | [f](#) [@](#) [@festivalmozaic](#)



SAN LUIS OBISPO

Central Coast Renaissance Festival

Step into a world of knights, jesters and artisans. Enjoy battles, markets, themed food and immersive entertainment—a magical journey for all ages. Huzzah!

ccrenfaire.com | [f](#) [@centralcoastrenaissancefestival](#)



MORRO BAY

David J Rogers Fine Art Gallery

Now in its seventh year, this gallery exclusively showcases the award-winning watercolor work of David Rogers. His paintings capture the breathtaking beauty of California's Central Coast like no other. Step inside and explore a stunning collection of original watercolors that celebrates land, light and life in this unforgettable coastal region.

davidjrogersart.com

[f](#) [@davidjrogersart](#)



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 jazz-dance concerts the last Sunday of most months and the annual Jazz Jubilee festival in late October.

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



SAN LUIS OBISPO

Through Eyes of Glass

Make your own stained-glass creation in a fun, beginner-friendly workshop perfect for couples, friends and families—no experience needed. While you're here, browse the studio's ready-made glass art to find beautiful gifts for any occasion.

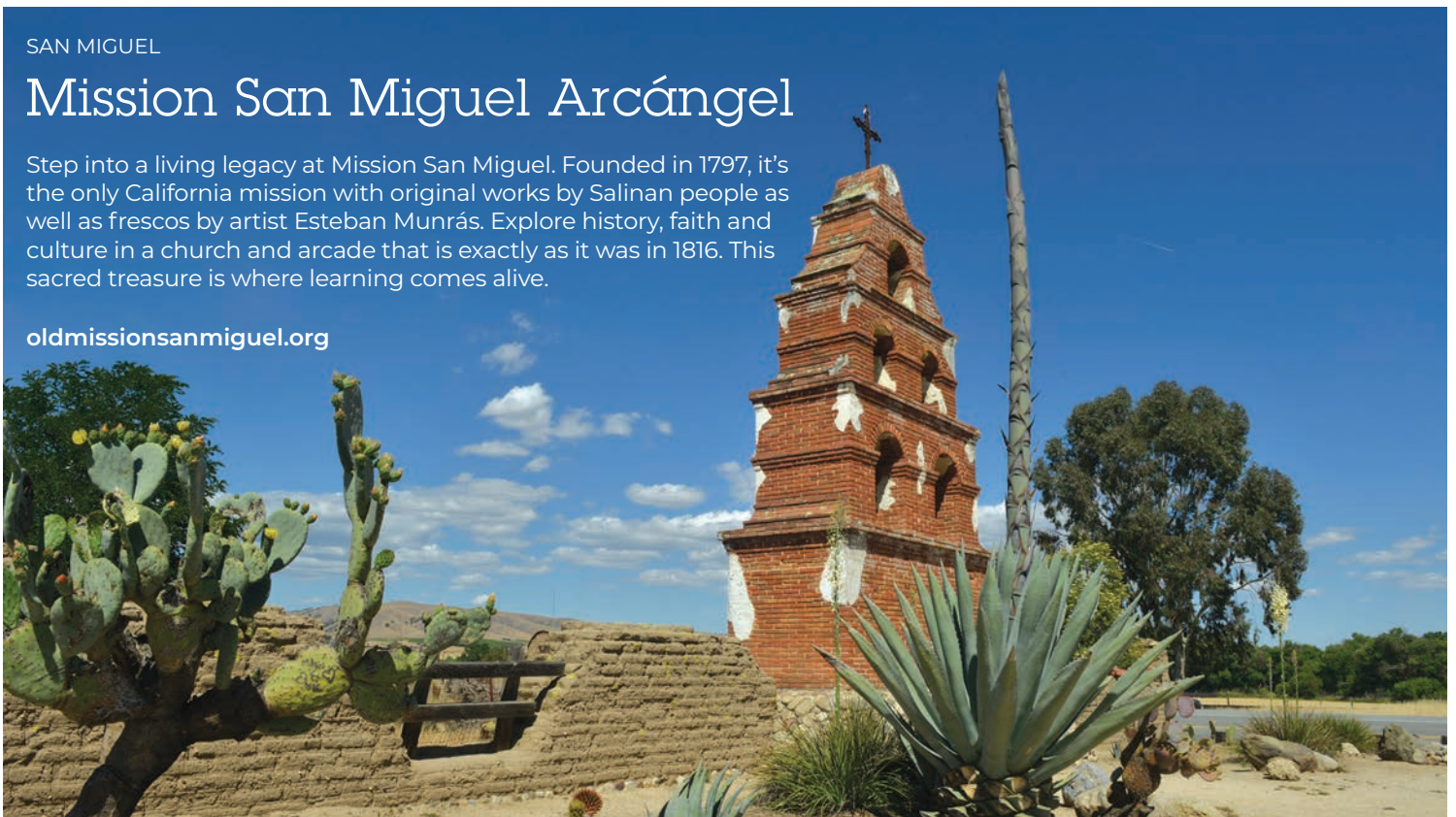
througheyesofglass.com | [@](#) [@through_eyes_of_glass](#)

SAN MIGUEL

Mission San Miguel Arcángel

Step into a living legacy at Mission San Miguel. Founded in 1797, it's the only California mission with original works by Salinan people as well as frescos by artist Esteban Murrás. Explore history, faith and culture in a church and arcade that is exactly as it was in 1816. This sacred treasure is where learning comes alive.

oldmissionsanmiguel.org



The Madonna Inn



Dana-Powers House



SLO CAL Wedding Vendors

PUT THESE LOCAL SUPPLIERS ON YOUR SHORT LIST.

Full Service Wedding Planning

- All About Events
- Rose to the Occasions

Floral Arrangements and Bouquets

- Noonan Wine Country Designs
- Idlewild Floral

Clever Balloon Designs

- Karson Butler Events

Vintage VW Photo Booth

- Bessy The Foto 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

DESTINATION WEDDINGS

SAY "I DO" in SLO CAL

Set your love story against SLO CAL's diverse backdrops—where rustic ranches, seaside resorts and charming towns create the perfect stage.

SLO CAL is a beloved destination for couples seeking a spectacular setting to tie the knot. It's all about the historic charm at **Harmony Wedding Chapel** (Harmony), **Portola Inn** (Atascadero), **Dallidet Adobe & Gardens** (San Luis Obispo), **Heritage House Museum Gardens** (Arroyo Grande) and **Dana-Powers House** (Nipomo). For vows 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 **La Lomita Ranch** (San Luis Obispo), **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 **CaliPaso Winery and Villa**, **HammerSky Vineyards**, **SummerWood Winery and Inn** and **Villa San Juliette**.



WEDDING PLANNING

Big Day Ideas

SLO CAL has all of your wedding needs covered.



From venues and photographers to destination wedding activity ideas, Visit SLO CAL offers a suite of helpful destination wedding planning resources online. Before you start looking for vendors, browse the gallery of stunning SLO CAL weddings for real-life inspiration. Start dreaming up your perfect big day!



Scan for wedding resources
Access SLO CAL wedding planning resources and inspiration, from venue ideas to local vendors who can make your dream day a reality.



TEMPLETON

Deadwood

Step into the Wild West at Deadwood in Templeton. This replica of an Old West town is perfect for private tours, weddings and events. Inquire now to book an unforgettable, one-of-a-kind experience.

@deadwoodmovieset | @deadwood.movieset

SAN LUIS OBISPO

Greengate Ranch & Vineyard

Where modern comfort meets coastal country elegance, Greengate Ranch & Vineyard offers an inspired setting for company retreats, off-site meetings, unforgettable vacations and destination weddings. Just minutes from the beach and renowned wineries, guests can stay in four beautifully appointed homes and unwind with sweeping vineyard views in laid-back luxury.

greengateweddings.com | @ggrandv



GROVER BEACH

Rose to the Occasions

From intimate I dos to unforgettable celebrations, Rose to the Occasions brings your vision to life with seamless coordination and heart. Serving the Central Coast with style and joy, event planner Rose Seybold offers luxury wedding planning rooted in experience, creativity and calm. Get ready to plan something beautiful.

rosetotheoccasions.com

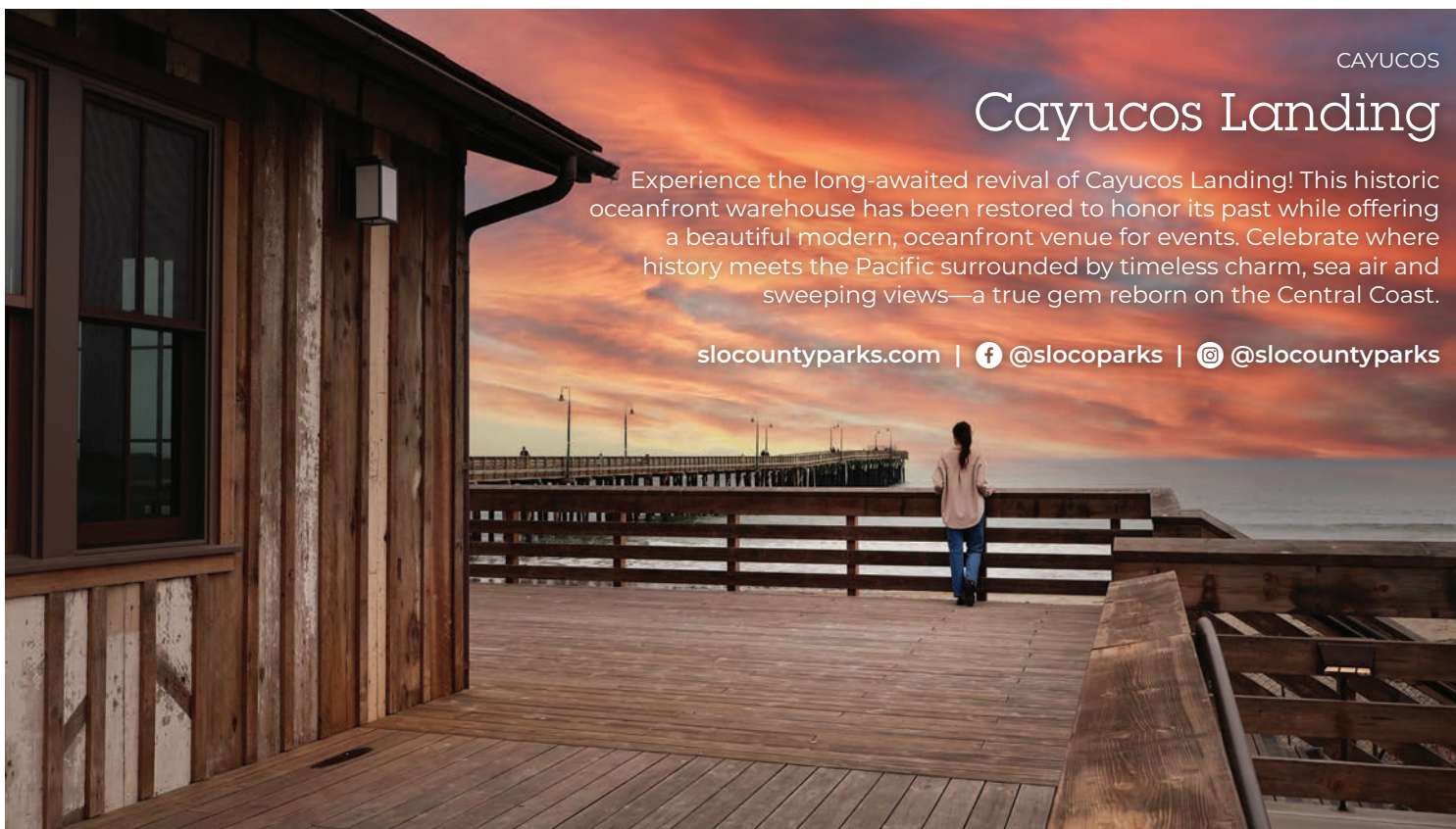


CAYUCOS

Cayucos Landing

Experience the long-awaited revival of Cayucos Landing! This historic oceanfront warehouse has been restored to honor its past while offering a beautiful modern, oceanfront venue for events. Celebrate where history meets the Pacific surrounded by timeless charm, sea air and sweeping views—a true gem reborn on the Central Coast.

slocountyparks.com | [f @slocoparks](https://www.facebook.com/slocoparks) | [@slocountyparks](https://www.instagram.com/slocountyparks)



WHERE TO STAY

Check-In Time

SLO CAL offers inviting stays for every traveler—from elegant wine country inns and beachfront resorts to chic boutique hotels, urban retreats and spacious vacation rentals. Whether coastal, countryside or city, options range from full-service resorts to contactless check-in properties, with a standout number of independent and family-owned gems alongside trusted international brands.



Inn at the Cove in Pismo Beach



OCEANO

Strandcastle Beach Houses

Stay steps from the sand and miles from the ordinary. Nestled in the historic seaside town of Oceano, Strandcastle Beach Houses border the golden sands of Pismo State Beach and the famous Oceano Dunes Recreation Area. Each home blends relaxed luxury with modern comfort, featuring open, light-filled interiors, ocean views and the surf right outside your door. Guests enjoy well-equipped kitchens, plush linens and luxe mattresses designed for deep, restorative sleep. Whether you're planning a romantic escape, family gathering or group retreat, Strandcastle offers a beachfront experience with access to the best of the Central Coast. Come stay where waves roll in and the spirit of time stands still.

strandcastles.hospitable.rentals | tamborrateam.com



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 | [f](#) @digsvacationrentals | [@digs.vacation.rentals](#)



SAN LUIS OBISPO

Hampton Inn & Suites San Luis Obispo

This hotel offers mountain views, complimentary parking and a free hot breakfast to fuel your SLO CAL adventures. Conveniently located off Highway 101, it's just five minutes from Cal Poly, downtown dining and shopping, Bubblegum Alley and the iconic Fremont Theater.

hilton.com/en/hotels/sbplohx-hampton-suites-san-luis-obispo



MORRO BAY

456 Embarcadero Inn & Suites

Tucked on the serene south end of the Embarcadero, 456 Embarcadero Inn & Suites offers a peaceful waterfront stay just steps from Morro Bay's top shops, sights and restaurants. Established in 1986, this 33-room boutique inn features newly renovated rooms complete with upgraded furnishings, flooring and modern amenities. Guests can choose from cozy fireplace rooms, a relaxing hot tub room or one of four spacious suites perfect for longer stays or small groups. Known for its stunning views and welcoming atmosphere, 456 Embarcadero blends coastal charm with updated comfort—ideal for a quiet retreat along the Central Coast.

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



MORRO BAY

Estero Inn

Set directly on the water, Estero Inn offers stunning waterfront views from every private balcony. Each room features a fireplace, plush linens and upscale touches designed for a restful stay. Located along Morro Bay's Embarcadero, the inn is steps from top dining, shopping and local attractions. Guests can also enjoy the on-site wine room, featuring standout Central Coast selections alongside premium international imports. With its intimate atmosphere, scenic setting and elevated amenities, Estero Inn is a perfect choice for travelers seeking a refined yet relaxed coastal escape.

esteroinn.com | [f @esteroinn](https://www.facebook.com/esteroinn) | [@esteroinn_morrobay](https://www.instagram.com/esteroinn_morrobay)



SAN LUIS OBISPO

Best Western Plus Royal Oak Hotel

This pet-friendly hotel offers relaxed comfort, rideshare partnerships and easy access to downtown—plus, access to a dog run and nearby Laguna Lake Dog Park.

royaloakhotel.com



PISMO BEACH

Pismo Coast Village RV Resort

Located on the beach, this premier 400-site resort is within walking distance to shopping, restaurants and the pier and close to wineries and the dunes.

pismocoastvillage.com | @pismocoastvillagervresort

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 Robles 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



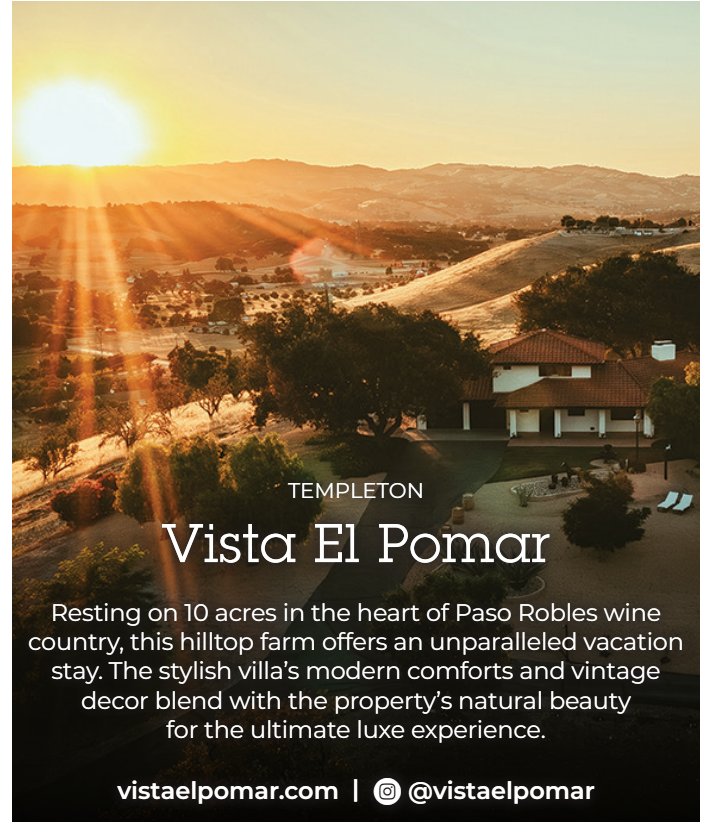


ATASCADERO

Holiday Inn Express & Suites Atascadero

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

hieatascadero.com | [f](#) [@](#) [@hie_atascadero](#)

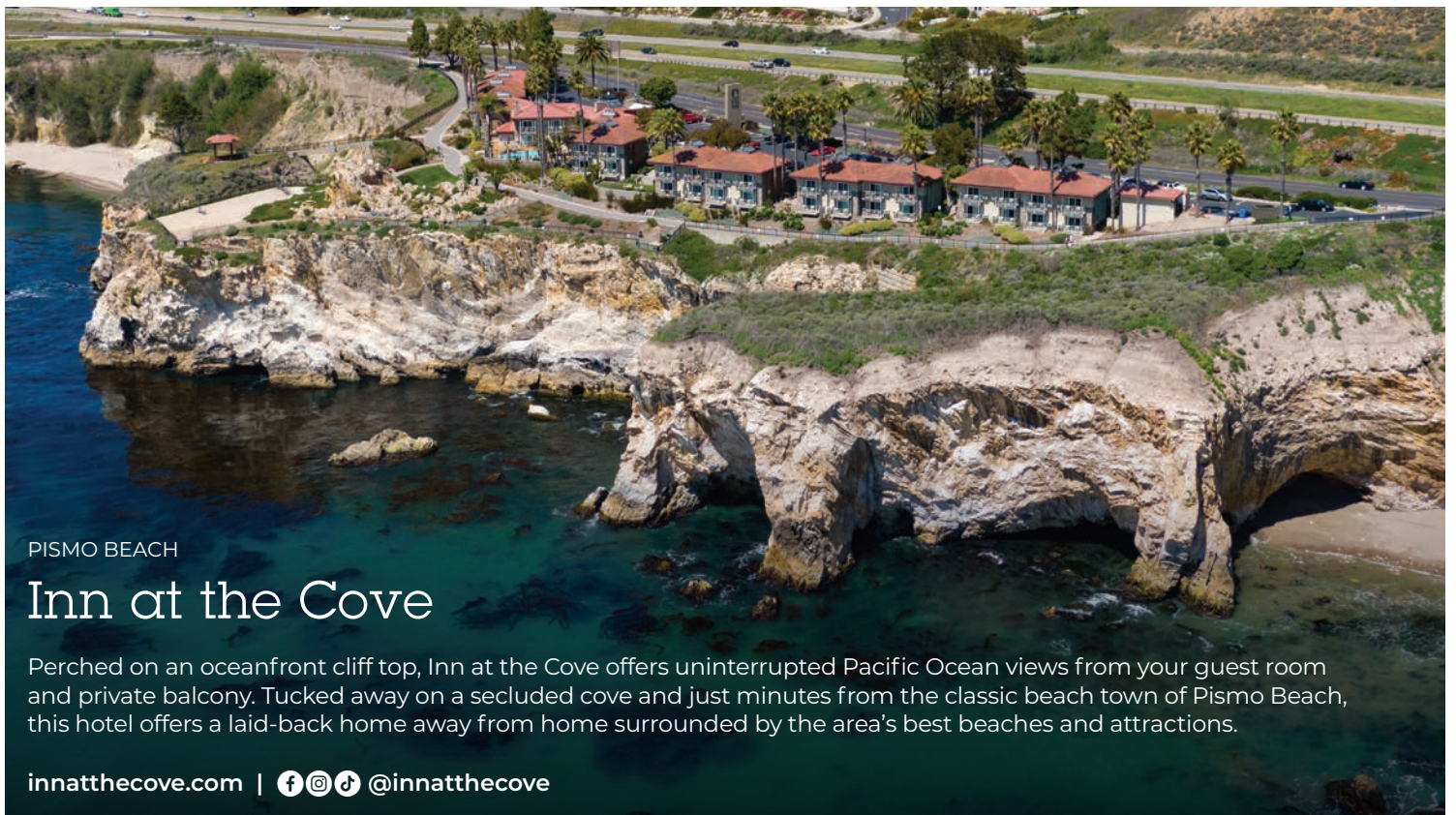


TEMPLETON

Vista El Pomar

Resting on 10 acres in the heart of Paso Robles 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 | [@](#) [@vistaelpomar](#)



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 | [f](#) [@](#) [@innatthecove](#)

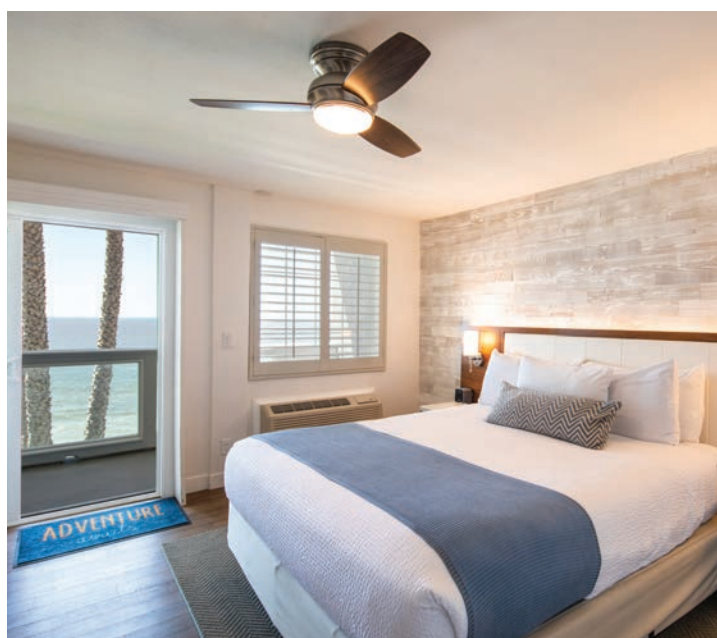


PISMO BEACH

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 | [f](#) [@](#) [d](#) @seacrestpismo





SAN LUIS OBISPO

The Wayfarer San Luis Obispo

Go beyond the surface at The Wayfarer San Luis Obispo, next to Cal Poly and downtown San Luis Obispo. Stay in one of the 100 academia-inspired guest rooms and dine at Schoolyard Burgers & Brew, the on-site restaurant and bar. With on- and off-campus vibes, The Wayfarer invites you to dive in.

wayfarerslo.com

@thewayfarerslo

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, spa services, shopping, horseback riding, seasonal decor and nightly entertainment.

madonnainn.com

@madonnainn1958





SAN LUIS OBISPO

SpringHill Suites

Experience comfort and convenience at the new SpringHill Suites by Marriott San Luis Obispo, located near Cal Poly and downtown SLO. Spacious suites feature modern amenities, complimentary hot breakfast, an on-site restaurant and bar and more.

marriott.com/sbpoh | [f](#) [@](#) [@springhillsuitesslo](#)



SAN LUIS OBISPO

Residence Inn

Discover the all-new Residence Inn by Marriott San Luis Obispo. Enjoy spacious suites, free breakfast, full kitchens, an outdoor pool, a fitness center and a full bar and grill. Your Central Coast getaway starts here.

marriott.com/sbpor | [f](#) [@](#) [@residenceinnslo](#)

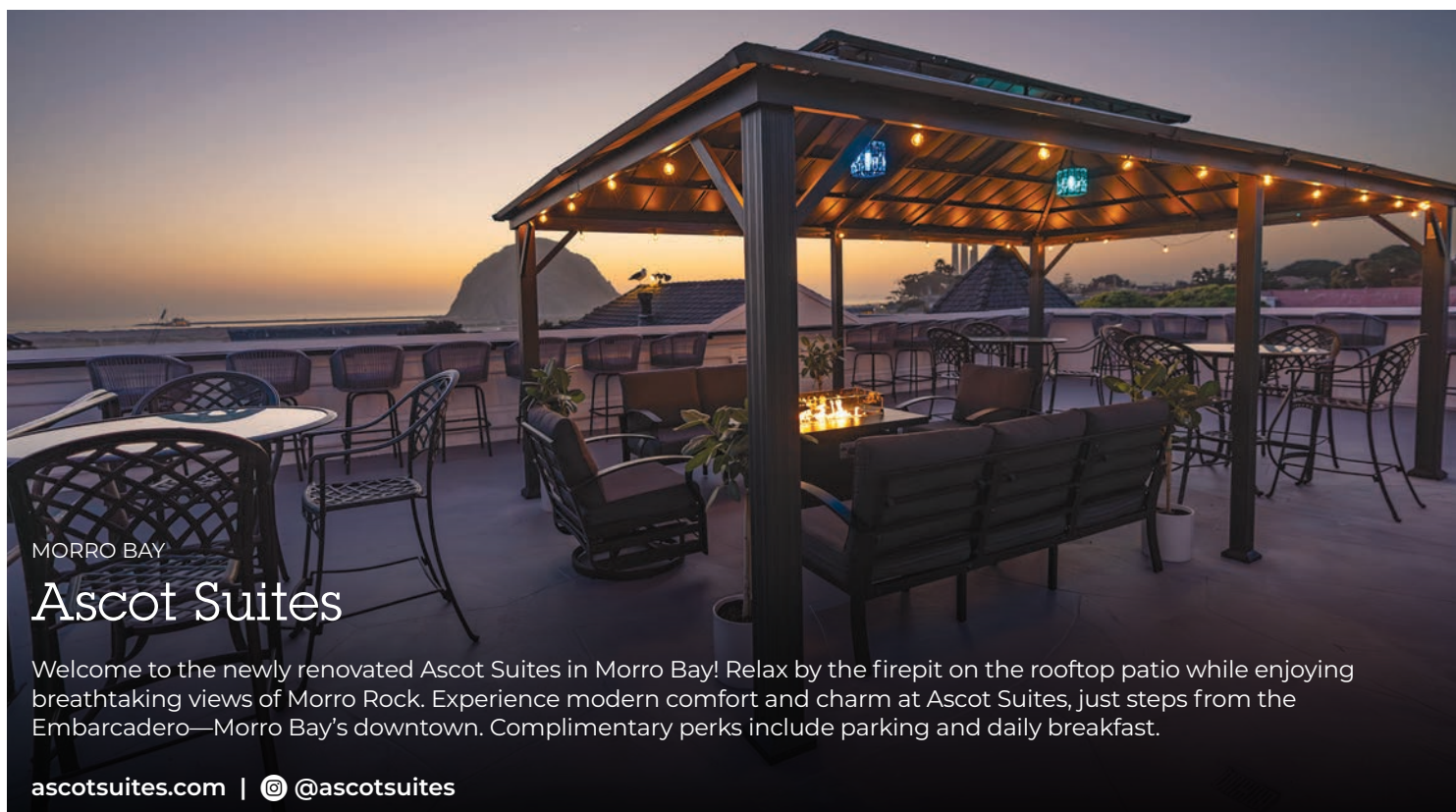


PASO ROBLES

ONX Wines

For your next wine country getaway, stay at the beautiful Clark House, Briarwood Cottage or Kiler Ranch House—all of which offer vineyard views. Each ONX Wines vineyard stay includes a complimentary vineyard tour and tasting, welcome wine and pastries and unparalleled hospitality. Call 805-400-4693 to book.

onxwines.com/vineyard-stay | [@](#) [@onxwines](#)



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



PASO ROBLES

Kindred Oak Farm

Kindred Oak Farm is a charming Paso Robles farm stay, available Thursday through Saturday with a two-night minimum. Surrounded by vineyards and century-old oaks, it features luxe accommodations, chef-prepared breakfasts, farm animals, a game room, a golf tee and a gym. Book a room for two or rent the entire farm.

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



MORRO BAY

Hampton Inn by Hilton

Located 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



SAN LUIS OBISPO

Prefumo Crest Inn

Escape to this mountaintop ranch! Enjoy awe-inspiring panoramic views from three luxurious suites and a spacious great room. Relax in comfort while surrounded by breathtaking natural beauty. Your perfect vacation retreat awaits.

prefumocrestinn.com | @prefumocrest

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
@sandsinnsuites



PASO ROBLES

Sun Outdoors Paso Robles

Nestled in the heart of wine country and just 30 minutes away from the Pacific coast, Sun Outdoors Paso Robles offers the ideal blend of luxury and adventure. Whether you're seeking a high-end getaway or a scenic RV camping experience, the resort delivers top-tier amenities, including two pools, a splash pad, a game arcade, an on-site restaurant and bar and peaceful nature trails.

sunout.io/uiizRB

[f](#) [@](#) [@sunoutdoorspasorobles](#)



SAN LUIS OBISPO

TownePlace Suites by Marriott San Luis Obispo

Balance work and life with comfort, flexibility and affordability at this extended-stay hotel. Featuring spacious studio and one-bedroom suites with fully equipped kitchens and dedicated workspaces, the hotel offers complimentary amenities including Wi-Fi, parking, an outdoor pool, breakfast and a fitness center. Its central location makes it easy to visit downtown San Luis Obispo attractions like the farmers market, Mission San Luis Obispo de Tolosa and Mission Plaza.

marriott.com/en-us/hotels/sbpts-towneplace-suites-san-luis-obispo



PASO ROBLES

The Ava Hotel

The Ava Hotel is the newest gem in the heart of downtown Paso Robles. From craft cocktails at Esperanza on the Rooftop to curated dining at EMRE and morning pastries at Pine Street Bistro, every moment feels elevated. Stay, sip and savor Paso Robles' best.

theavahotel.com |   @theavahotel



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 | [f](#) [@](#) [@pacificsurfliner](#) | [X](#) [@pacsurfliners](#)

FIND YOUR WAY TO SLO CAL

Getting Here

Situated between San Francisco and Los Angeles, SLO CAL is easily accessible.

By Air

San Luis Obispo County Regional Airport (SBP) offers nonstop connections to Dallas, Denver, Las Vegas (seasonal), Los Angeles, Phoenix, Portland, San Diego, San Francisco and Seattle. **Surf Air** offers private charter service to and from SBP.

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. (See page 33 for a 3-day, car-free itinerary via Amtrak between destinations.)

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). Check road conditions via **quickmap.dot.ca.gov** when traveling Highway 1 between Ragged Point and Big Sur.



BRING FIDO From hotels, breweries and wineries to parks and trails, SLO CAL is extra dog-friendly. Dogs are welcome on-leash at most beaches and can frolic off-leash and splash in the surf at some beaches. See **page 72** for a guide to dog-friendly beaches and **page 54** for wineries that welcome pups.

Pup-Friendly Patios!

DOGS ARE WELCOME

COLONY MARKET & DELI

Atascadero

SEA SHANTY

Cayucos

NOVO

San Luis Obispo

THE CUSTOM HOUSE

Avila Beach

WOODSTONE

MARKETPLACE

Avila Beach



Dog Travel Tips

Peruse SLO CAL's full dog-friendly travel guide online.

SAN LUIS OBISPO COUNTY

SLO Car Free

Explore SLO CAL without a car and unlock exclusive discounts on hotels, dining, transit and attractions. Simply pledge to travel car-free at SLOCARFree.com and enjoy a more sustainable, rewarding way to visit.

slocarfree.com | [@slorldeshare](https://www.instagram.com/slorldeshare)



SAN LUIS OBISPO

SLO County Airport

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

sloairport.com | [f](https://www.facebook.com/sloairport) [@sloairport](https://www.instagram.com/sloairport)

2026 Calendar of Events

Include these signature SLO CAL events when you plan your visit.

Morro Bay Kite Festival



January

SLO CAL Open
Pismo Beach

Morro Bay Bird Festival

Lunar New Year
Block Party
San Luis Obispo

February

BlendFest on the Coast
San Simeon & Cambria

Cambria Film Festival

March

Central Coast Craft
Beer Festival
Atascadero

Morro Bay City Wide
Yard Sale

April

SLO International
Film Festival
San Luis Obispo

Morro Bay Kite Festival

May

Atascadero Tamale
Festival

Firestone Walker
Beer Invitational
Paso Robles

The Classic at Pismo
Beach Car show

Paso Wine Festival

Shabang Music & Arts
Festival
San Luis Obispo

June

Pride in the Plaza
San Luis Obispo

SLO County Farm Trail
Open Farm Days
Countywide

Live Oak Music Festival
San Luis Obispo

July

Fourth of July
Countywide

California Mid-State Fair
Paso Robles

Festival Mozaic
Countywide

August

Atascadero Cruisin'
Weekend

Stonesoup Music
Festival
Grover Beach

Distillery Trail Weekend
Countywide

September

Arroyo Grande Harvest
Festival

Breakaway Rodeo
Pismo Beach

Whale Rock Music &
Arts Festival
Paso Robles

October

Cayucos Antique Street
Fair

Pismo Beach Clam
Festival

Bovine Classic
Atascadero

November

Atascadero Fall Fest

Garagiste Wine Festival
Paso Robles

City to the Sea
Marathon
San Luis Obispo

Harvest on the Coast
SLO Coast AVA

Spartan Race
Santa Margarita

December

Cambria Christmas
Market

SLO CAL Open
Morro Bay

Live Music Season

SUMMERS ARE FOR
CONCERTS & GIGS

Summer is all about
music festivals and
listening to bands in
parks and vineyards.

Scan the QR code
below to plan your next
road trip around your
favorite genre or artist.

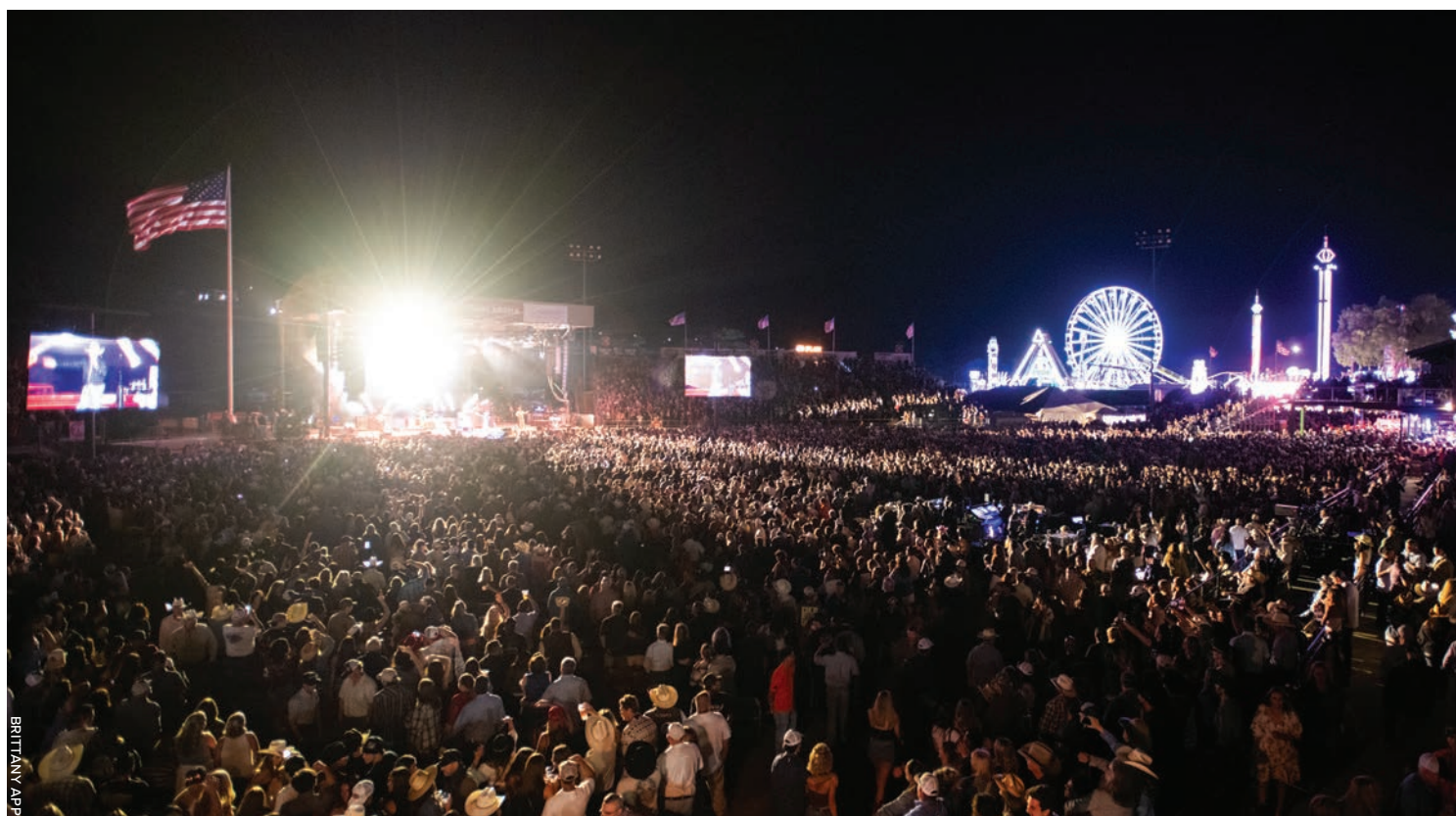


Stay up-to-date on
SLO CAL events.

Scan for
more details on
entertaining
happenings.



Cambria Christmas Market



PASO ROBLES

California Mid-State Fair

Experience the excitement of the California Mid-State Fair in Paso Robles, where summer comes alive! For 12 unforgettable days each July, the fair blends world-class concerts, carnival rides, classic and unique fair food and agricultural showcases that honor Central Coast roots. Stroll through exhibits, cheer on rodeo events and even taste award-winning wine, beer and cocktails. Families love the kid-friendly activities and animals, while music fans flock to legendary performers under the warm Paso Robles sky. Every corner buzzes with energy and charm. Come make memories at The Biggest Little Fair Anywhere—a beloved tradition for locals and visitors alike.

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

SAN LUIS OBISPO

Cal Poly

Since 1901, Cal Poly graduates have made their mark across industries. Today, this legacy of excellence lives on in the vineyards, shaping the future of wine and earning the university the distinction of #1 in the West for innovation two years in a row.

Cal Poly is home to the largest wine and viticulture program of its kind, and students gain real-world experience in a region redefining American wine. It's why you'll find Cal Poly grads working at—and leading—some of the nearly 1,000 thriving wineries across the Central Coast and around the world.

Learn by Doing.
Only at Cal Poly.

calpoly.edu/doing

  @calpoly

