

SLO CAL

THE CENTER OF CALIFORNIA'S CENTRAL COAST

2024 SLO CAL OFFICIAL VISITORS MAGAZINE

SLOCAL.COM



Life's Too Beautiful to Rush®



LAY OF THE LAND

WELCOME TO THE LAND OF SLO CAL

Lay of the Land

2 Editor's Note

4 Maps and More

Land of Plenty

18 SLO CAL Flavors

A dining guide for every taste and occasion

24 Sips

Local libations, from wine and craft beer to spirits

Land of Deep Blue

30 Sand, Sun and Surf

Find your best beach match

Land of Fresh Air

34 Outdoor Enthusiasm

Where to hike, bike, paddle, ride and see wildlife

Land of Wonder

40 Three Perfect Days

Itineraries to inspire your next SLO CAL adventure

Land of SLO CAL Crafted

50 Celebrating Local Makers

Meet the artisans that make the finest local goods and products

Land of Well-Being

56 Sustainability and Preservation

Mindful authenticity—the SLO CAL way

Weddings

61 A Dream Wedding Destination

Tie the knot, SLO CAL style

What's in Season

64 Four Seasons of SLO CAL

Signature must-do, must-see experiences

On the Cover: Morro Rock in Morro Bay



Castoro Cellars

Founded in 1983, family-owned and operated Castoro Cellars is one of the oldest wineries in Paso Robles wine country. Organic and sustainable, this SIP and CCOF organic certified winery offers over 20 estate-grown wines, live music throughout the year, a disc golf course, yoga brunch events and wine tasting from 10 a.m. to 5:30 p.m. daily. Every September, Castoro Cellars presents Whale Rock Music & Arts Festival, one of the largest music and wine events on the Central Coast. This two-day festival in the vineyard features talent from all over the country and activities for all ages. Festival goers can enjoy a plethora of music, art exhibitions, yoga classes, craft beer, delicious food and Dam Fine Wine.

CastoroCellars.com

[f](#) [@](#) [t](#) CastoroCellars



Welcome to SLO CAL, your new favorite destination. We promise you'll love it here.

Think oceanfront beach resorts, chic downtown hotels and wine country vacation rentals—all this along wide sandy beaches and the scenic Highway 1 coastline. Find star-bright chardonnay, daily farmers markets, hiking, biking and horseback riding. Look for stunning sunsets and migrating butterflies, live music and rodeos, antiques and boutiques, Michelin-recognized restaurants, craft beer and distilleries. We are also home to a magnificent seaside castle.

For all its many riches, the real treasure of SLO CAL is its people. We are friendly and kind, laid back and a little bit quirky, always looking to make an impact and steward our natural resources. We're delighted to show you around.

As you flip through these pages to start designing your dream getaway, be sure to set aside time for spontaneity, serendipity and slowing down. You'll want to savor every moment.

— Chuck Davison/Visit SLO CAL Team



Follow SLO CAL for travel inspiration, recommendations, events and more.

SLOCAL

SLOCAL

SLOCAL.com

President & CEO
Chuck Davison

Chief Marketing Officer
Cathy Cartier

81 Higuera Street, Suite 220
San Luis Obispo, CA 93401
info@SLOCAL.com
805.541.8000

President/Publisher
Steve Mitchem
Steve@DestinationCreativeGroup.com

Senior Editor
Shannon Brooks

Design Director
Lachelle Via

Custom Content Editor
Laura Leavitt

Copy Editor
Lance Elko

Business Development
Tom Franciskovich



FARMstead ED
SLO County Farm Trail

Experience SLO CAL agriCULTURE via family farms, ranches and purveyors. SAVOR LOCAL. Happy Trails!



Photos by Brittany App and Yvette Roman Photography

TOUR. TASTE. LEARN.

Deepen your SLO CAL experience by getting to know the sustainable practices and craft used by local farmers and makers, right from the source!

FARMstead ED connects both tourists and townies to our farms, offering experiences that showcase authentic local products and educate visitors to become true agri-enthusiasts. There's something for everyone: Farm tours, workshops, table to farm dinners and marketplaces. Whether you follow the SLO County Farm Trail with our on-line map, or join us for open farm days in June, these family-friendly agricultural experiences will make every local bite you savor more special.



Scan to view our interactive Farm Trail Map

FARMsteadED.com



@farmstead

You Are Here

Get to know the geography of SLO CAL

› San Luis Obispo

This central town offers dining, shopping, museums and a world-famous weekly farmers market right downtown.

› Paso Robles

Hundreds of wine tasting rooms, distilleries, craft breweries and a quaint city park make Paso an in-demand destination.

› Templeton, Atascadero and Santa Margarita

Expect inviting main streets, farm-fresh fare and plenty of room to roam in these three north SLO CAL towns.

› Nipomo

Find unspoiled open space, excellent BBQ and long fairways on popular golf courses.

› Arroyo Grande

Charm is the name of the game in Arroyo Grande. Walk this historical downtown village and explore the agricultural valley beyond.

› Ragged Point and San Simeon

These coastal jewels wow with wide views of Big Sur to the north, plus elephant seals and Hearst Castle on its enchanted hilltop.

› Cambria, Harmony and Cayucos

Antiques, art, award-winning beaches, quaint downtowns and plenty of space to explore define these coastal towns.

› Creston, Cholame and San Miguel

Rolling hills connect these three ranching communities, where wine, rodeo and a California mission await.

› Avila Beach

Located in a protected bay, this community offers a warm climate perfect for laying out a beach blanket, or for exploring trails, coves and even a lighthouse.

› Los Osos-Baywood Park

With pubs, bakeries and art studios, these connected towns sit between ancient oaks and dramatic coastline.

› Oceano and Grover Beach

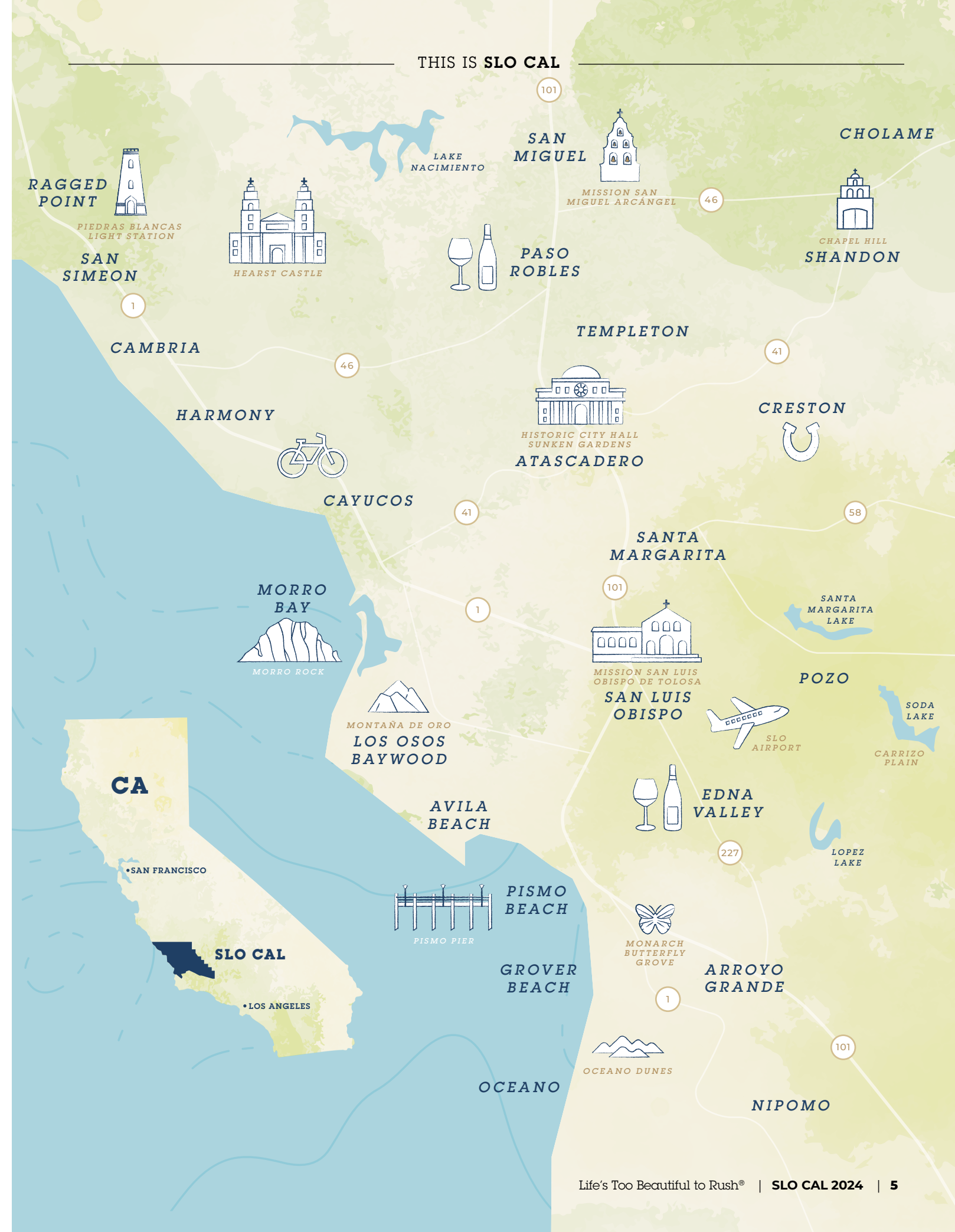
Catch air on the Oceano Dunes or learn about the early railroad at the train depot museum.

› Morro Bay

Outrageously good seafood, long beaches and scenic sunsets are the norm in this fishing village.

› Pismo Beach and Shell Beach

Think surfing, easygoing locals and vintage beach vibes.





ATASCADERO CITY HALL

North >>>

Rustic and relaxed

This area booms with wine, art, architecture, shopping and dining—without ever forgetting its cowpoke roots.

What to do and see

› **Bruce Munro: Light at Sensorio** features multiple immersive, colorful art exhibitions illuminating the cascading hills of Paso Robles wine country after the sun goes down.

› **Santa Margarita Adventures** offers a zipline experience that soars above the revered Margarita Vineyard, in addition to nature and wildlife tours and an escape room.

› The elegant **Atascadero City Hall** opened in 1918 and is listed on the National Registry of Historic Places; tours are offered Monday through Friday. The adjacent **Sunken Gardens** set the stage for countless community events

and the Wednesday afternoon Farmers Market.

› The streets around Paso Robles' City Park are lined with upscale storefronts. Sewing addicts flock to **Birch Fabrics**, a modern fabric studio with a far-reaching reputation. **General Store** is stocked with a well-curated selection of locally made goods that make for perfect gifts and souvenirs. And **Elite Passport** specializes in highly coveted footwear and designer streetwear.

North Coast >>>

Seaside cool

Scenic Highway 1 rolls through **SLO CAL's northern coastline**—an area where the **Chumash** and **Salinan Indigenous people** first thrived.

What to do and see

› Rent a kayak or stand-up paddleboard (SUP) to cruise

around the **Morro Bay National Estuary**, a federally protected open space that's home to myriad bird varieties and visited by migratory species.

› The longest continuously operating business in Morro Bay, **The Siren** is a live music venue, restaurant and bar that originally opened in 1929. Today, it offers local and touring artists a stage with excellent acoustics and a state-of-the-art sound system.

› Head to Cambria for a juicy slice of world-famous olallieberry pie from **Linn's Restaurant**.

› Built in 1875 to protect seafarers from the rocky shore, the **Piedras Blancas Light Station** in San Simeon still flashes every 15 seconds. Take a guided tour and a half-mile oceanside walk along a wildflower-lined trail.

› Take the short walk down from the Ragged Point Inn to see **Black Swift Falls**, a seasonal waterfall that cascades 300 feet to a black sand beach.

San Luis Obispo >>>

Buzzy and fun

The lively energy is palpable in **SLO CAL's namesake city**, a hub of college students, entrepreneurs, outdoor adventurers and families.

What to do and see

› No visit to San Luis Obispo is complete without a trip down **Bubblegum Alley**, a sticky corridor where folks have contributed their chewed gum to the walls for 70 years.

› Road cyclists love to take a spin on **Orcutt Road**, which travels south from the outskirts of San Luis Obispo through the SLO Coast wine region. Round-trip, it clocks about 20 miles.

› In San Luis Obispo, sandwiches are an obsession. At **High Street Deli**, grab a sando, chips and a drink, and head to the cute side patio. **Lincoln Market & Deli** includes a mini market, a killer craft

beer selection and a mini arcade. The location is perfect at **Gus's Grocery**, where sandwiches taste just a little bit better on the spacious patio.

› Curious kids love the **San Luis Obispo Children's Museum**, a three-story fun fest right in the heart of downtown.

Tom's Toys, Bricks & Mini Figs and **Rocket Fizz**

candy shop are other classic must-stops for the younger set.

BUBBLEGUM ALLEY



Photo by @stephasaurarex

DOWNTOWN SLO FARMERS MARKET



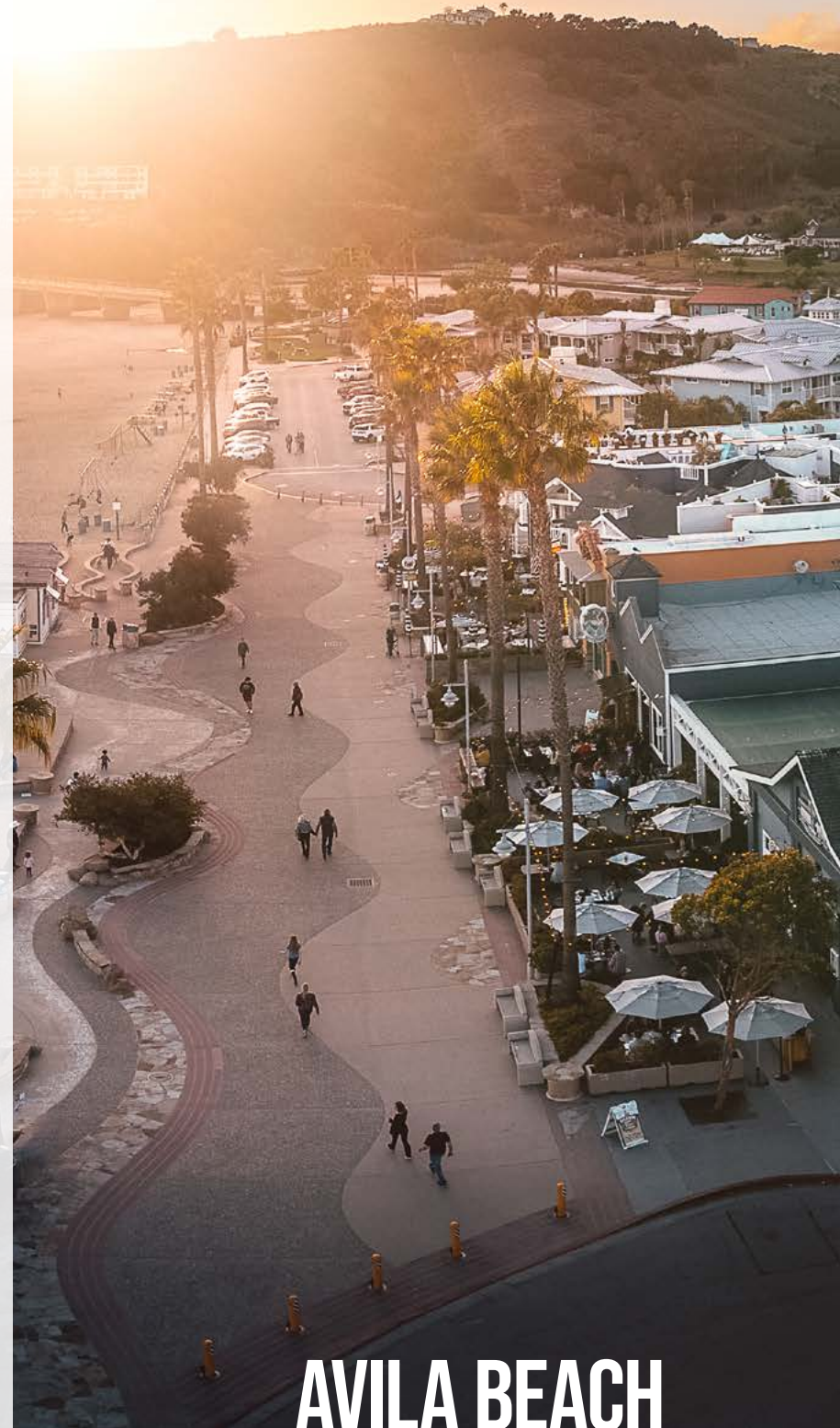
South Coast >>>>

Friendly and familiar

Laid-back and approachable, South Coast communities offer farm-fresh flavors, oceanfront hiking trails, one-of-a-kind shopping and countryside drives.

What to do and see

- › Drive scenic See Canyon to stop at seasonal farm stands like **Gopher Glen** and **See Canyon Fruit Ranch**. Taste hard apple cider at **Kelsey See Canyon Vineyards**.
- › Arroyo Grande is known for its well-curated antique and vintage shops and independent boutiques. Treasure hunt at **Rhonda's Relics**, **Branch Street Antiques**, **A Glance Into the Past** and **The Green Vase Antiques**. Find fun giftable goods at **Hive Supply Co.** and **Hello Village Mercantile**.
- › On the east side of Highway 101 in Pismo Beach, the **Pismo Preserve** comprises 11 miles of hiking, biking and equestrian trails with limitless views of the Pacific.
- › Since 1962, **Jocko's Steakhouse** in Nipomo has served authentic Santa Maria Style BBQ, fired over red oak coals in an open pit. Customers love the succulent steaks, generous sides and lack of pretense.
- › At **Vista Lago Adventure Park** near Lopez Lake, thrillseekers can take on over 50 elements on ropes courses that include wobbly bridges, cargo nets, pole walks and more—at a height of up to 30 feet.



SeaCrest®
OCEANFRONT HOTEL

SUNSETS SCHEDULED AND READY FOR SMILES

SeaCrest OceanFront Hotel has rewarded generations of families and travelers with its beautiful Pismo Beach location for years. Plan your next relaxing weekend on the oceanfront where miles of beaches invite long walks and boundless recreation, or a peaceful afternoon by the outdoor pool. It is an easy walk from the pier, too!

BOOK DIRECT FOR BEST RATES 800.774.7534 [SeaCrestPismo.com](https://www.seacrestpismo.com)



San Luis Obispo

So what does it take to have the best day, every day?

It's simple. Wake up in the city of San Luis Obispo. (You can call it SLO for short). After all, it's the perfect homebase for adventure in SLO CAL, whether you're exploring nearby vineyards, spending a day on the beach, conquering hiking and biking trails, or sampling fresh local finds at the Thursday night Downtown SLO Farmers Market. You'll never experience just one flavor—from a scoop of handcrafted ice cream to a cocktail made with locally sourced ingredients to a sweet piece of bubble gum for Bubblegum Alley. Life here is meant to be savored—SLOly. Bring your besties, book a family trip or fly solo—however you travel, we'll be the first to say “hi!” when you get here.

Live the SLO Life.

VisitSLO.com   ShareSLO



Hotel San Luis Obispo

Hotel San Luis Obispo is a modern urban resort that embodies the essence of San Luis Obispo. Bright and airy, with welcoming touches like hand-woven rugs, custom built-ins and natural wood, the rooms have a vibe of modern simplicity so you can settle in, forget your cares and focus on the essentials.

Hotel-SLO.com

 HotelSLO

 TheHotelSLO

Savor REAL CALIFORNIA

**PASO
ROBLES**
CA
Plan Your Trip



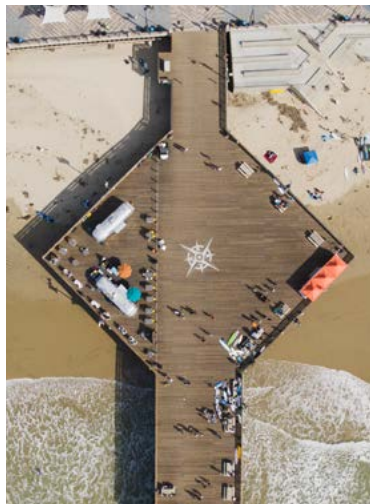
One of California's premier wine regions, Paso Robles—named one of the Top Places to Visit by *The New York Times*—boasts nearly 300 wineries, an exploding restaurant scene and unique entertainment and event experiences all within minutes of its historic downtown. Even with all the international accolades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

Here wine becomes an elevated experience, and goes well beyond the tasting room. Get a new perspective on wine country with e-bike tours through the vineyards, or saddle up and horseback ride over the rolling hilltops, stopping for a picturesque picnic and a wine tasting. Take a road trip to discover everything from wine-barrel room concerts, to luxurious lodging properties and breathtaking art exhibits like Bruce Munro's *Light at Sensorio*. Whatever 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 i X TravelPaso





Classic California—Pismo Beach

Pismo Beach is the true Classic California beach town and is famous for its world-famous pier, miles of beautiful white sand beaches, outstanding accommodations and a rich wine region only minutes away.

Many visitors who come to Pismo Beach are now calling it their Wine & Waves™ destination with the wine region of Edna Valley only minutes away from downtown. Downtown you'll find restaurants with original new cuisines or time-honored menus for everyone to enjoy. There's a wide variety of lodging to meet everyone's needs and budget—from oceanfront hotels with stunning vistas to affordable motels, family-friendly vacation rentals and award-winning RV parks.

ExperiencePismoBeach.com

[f](#) PismoBeachCa [X](#) PismoTravel [v](#) PismoBeachTravel [@](#) [p](#) PismoBeachCA



Atascadero

A-town (as the locals say) is where country and funky collide. Only 25 minutes from the beach, Atascadero abounds with hiking trails, craft breweries and boutique wineries. Experience unmatched authenticity in a community that is finding its groove. Come down, and go *All In*.

VisitAtascadero.com

[f](#) [@](#) VisitAtascadero [X](#) AtascaderoCA [p](#) visitatascadero



Grover Beach

This hip little city by the sea is best known for its vibrant restaurant scene and expansive beaches, as well as the warm, welcoming and adventurous spirit of its residents. Grover Beach is perfectly situated on Highway 1, close to everything outdoors: surfing, bonfires, off-roading and just a few minutes away from water parks, wineries and lakes.

VisitGroverBeach.com

[f](#) VisitGrover [@](#) VisitGroverBeach [X](#) CityGroverBeach



Arroyo Grande

Choose your own pace in a charming town where time slows down, where little moments bloom into vibrant memories. Indulge in Michelin-rated cuisine and world-class wine, take in the views of Coastal California and explore unique shops in the Village. Arroyo Grande, time well spent.

VisitArroyoGrande.org

VisitAGCA

VisitArroyoGrande

VisitArroyoGrandeCA



Photo by Tristan Ioppini

Madonna Inn

World-renowned for their 110 uniquely themed guest rooms, Madonna Inn offers a whimsical escape for travelers and locals alike. Enjoy award-winning restaurants, horseback rides, shopping, spa services, seasonal décor and nightly entertainment.

MadonnaInn.com

MadonnaInn

MadonnaInn1958



The Land of Plenty

SLO CAL enjoys an abundance of agricultural riches. Year-round, the temperate climate affords farmers, ranchers, fishers and dairies the ability to offer the crispest lettuces, tenderest oysters, pepperiest olive oils and creamiest cheeses. And it doesn't end with cuisine. Hundreds of wineries, a burgeoning craft beer scene and the most exciting distillery community in the nation ensure that there's always something singularly SLO CAL in your glass.

Tables for two

Try these hideaways for intimate dining and special-occasion ambiance.

North > Hit Atascadero for an intimate Italian dinner at **Cielo Ristorante & Rooftop Bar**, or for French fare, score a table at **Les Petites Canailles** in Paso Robles.

North Coast > **Black Cat Bistro** in Cambria serves a California spin on French cuisine, while at **Windows on the Water** in Morro Bay, candlelit tables welcome diners to linger.

San Luis Obispo > **Nate's On Marsh** offers dishes and drinks inspired by vintage Italian-American eateries, and tucked-away **Granada Bistro** specializes in thoughtful dishes and lush interiors.

Fresh-caught fare

Nutrient rich local waters make for outrageously good seafood options in SLO CAL.

North Coast > Head to the Morro Bay Embarcadero for seafood hauled in minutes before it's prepared at **Tognazzini's Dockside Too**. Folks come from all over to taste the fresh flavors of the **Sea Chest** in Cambria—especially the oyster bar. And don't miss the "legendary calamari" at **Schooner's** in Cayucos.

South Coast > Decadence awaits at **Ada's Fish House** in Pismo Beach, where the menu includes classic lobster rolls and an award-winning cioppino. Also in Pismo Beach, the **Oyster Loft** serves expertly-executed seafood with a high flavor quotient. And at **Mersea's** on the Harford Pier in Avila Beach, try fish and chips, a calamari sandwich or Shrimp Louie salad.

DO YOU HAVE WHAT IT TAKES?



Photo by @thetripchallenge

Right: Nate's on Marsh;
Opposite Right: The Rock at SLO Brew

For years, new Cal Poly University students have taken on the **Tri-Tip Challenge**: summiting three local peaks in one day followed by a tri-tip sandwich reward. Purists will say the only acceptable sandwich comes from **Firestone Grill**, but many folks also consider **Old San Luis BBQ**, **Mo's BBQ** and **The Rib Line** fair game, too.



Photo courtesy of Nate's on Marsh

A CLAM-HAPPY CLASSIC

Photo by @splashcafe

In 1989, a little shop first served their New England-style clam chowder in a sourdough bread bowl at the Pismo Beach Clam Festival to rave reviews. Since then, **Splash Café** has become an icon of SLO CAL flavor, selling 40,000 gallons a year.



Flavor for the whole family

Kids and parents love the food and friendliness of these fun-forward restaurants.

North > In Atascadero, start the day at **A-Town Diner** or do lunch at **Wild Fields Brewhouse**, where arcade games, air hockey and foosball entertain the kids while craft beers refresh parents' palates.

North Coast > **Hidden Kitchen** serves up creative sweet and savory waffles at its Cayucos and Cambria locations. **Bayside Cafe** pairs American and Mexican classics with dynamic views of the Morro Bay State Park Marina.

San Luis Obispo > **The Rock at SLO Brew** does indoor-outdoor dining right, complete with a beer garden, live music, lawn games and tasty eats.

South Coast > The snack menu at **The Spoon Trade** in Grover Beach features crowd-pleasers such as mini grilled cheese and bologna sandwiches, a sourdough waffle and chicken tenders. You can't go wrong at Arroyo Grande's Alaskan-themed **Klondike Pizza** or the down-home **The Mayor's Place** in Nipomo, where kids order from the "Muttonbusters' Menu."

Fido-friendly patios

Year-round sunshine in SLO CAL means year-round outdoor dining—which means lots of dog-friendly patios.

North > At **Colony Market & Deli** in Atascadero, pups can sit in the beer garden with their owners and enjoy the sunshine and laid-back vibe.

North Coast > In addition to seafood and desserts at **Sea Shanty** in Cayucos, you can expect complimentary water bowls and doggy treats.

San Luis Obispo > **Novo** boasts a scenic patio overlooking San Luis Creek—and Rover is invited.

South Coast > **The Custom House** in Avila Beach has one of the most dog-friendly patios around and in the Avila Valley, **Woodstone Marketplace** has a leafy patio right off the Bob Jones Trail.



Photo by @slobrewrock

LOCAL INSIGHT

Edna Valley resident Kimberly Walker, the proprietor and creative mind behind boutique hotels Granada Hotel & Bistro and Farmhouse Paso Robles, shares her local favorites.

DINE & DRINK: I might be biased but **Granada Bistro & Nightcap** are my favorites in Downtown SLO. I also love **Nate's** for a martini and key lime pie; **The Range** in Santa Margarita for a steak and **Field Day** on Monterey for coffee or matcha. If I'm in Paso Robles, I enjoy dinner at **LPC**.

PLAY: Mountain biking through **Poly Canyon**, running **Point Buchon** trail in Montana de Oro and hiking **Cerro SLO**. Usually followed by a beer (or two) at **Beerwood** in Baywood and exploring the backroads of SLO Country with my love and partner Mike and our dog Shuggie.

SHOP: There are so many eclectic second hand stores



Kimberly Walker Co-owner and co-founder of Nomada Hotel Group



Photo courtesy of Granada Bistro

to explore throughout the county. In Downtown SLO, my favorites are **Finders Keepers** and **Hope Chest Thrift**. There are great consignment/collectors shops in Cayucos, Paso Robles, Santa Margarita and Arroyo Grande. Also, **Baxter Moerman** for jewelry, **Clover & Branch** for florals and the **Saturday Farmers Market** at the Madonna for produce.

Above: Granda Hotel & Bistro



Piadina

Stop into Hotel San Luis Obispo and discover Piadina, where you will experience casual farm-fresh fare based around the wood-fired oven—drawing inspiration from the surrounding hills and sea of California's Central Coast.

PiadinaSLO.com

PiadinaSLO



Ox + Anchor

Located at Hotel San Luis Obispo, Ox + Anchor puts a modern spin on the classic steakhouse, drawing inspiration from the hills and sea surrounding San Luis Obispo. A carefully-curated list of the best wines from the Central Coast keeps it all rooted in the local terroir, from plate to glass.

OxAndAnchor.com

OxAndAnchorSLO



Photo by Christopher Petro

Shake the hand that feeds you

Farmers markets are a way of life in SLO CAL: Every day of the week, all year long, you can find one here.

North Coast > The Monday **Baywood Farmers Market** is a locals' favorite, with small vendors, lots of fresh produce and toe-tapping acoustic music.

North > Every Saturday, chefs and foodies descend on the **Templeton Farmers Market**, one of the largest in SLO CAL.

San Luis Obispo > The Thursday night **Downtown SLO Farmers Market** offers produce and culinary products, plus BBQ, flatbreads, roasted corn, sweets, face-painting, jugglers, musicians and more.

South Coast > On Saturday afternoons, the **Arroyo Grande Farmers Market** bustles with farm-fresh goods and live music in the gazebo.

COOL BEANS



SLO CAL is home to an impressive lineup of artisan coffee roasters for those seeking the perfect cup—be it a pour over, latte or cold brew. Try **Joebella** and **Spearhead Coffee** in Paso Robles; **Dark Nectar** in Atascadero; **Scout Coffee** in San Luis Obispo and **Deltina Coffee Roasters** in Oceana. Look for locally air-roasted **Corberosa Coffee** at locations including the Downtown SLO Farmers Market and Cambria Pines Lodge.

Hallowed halls

Can't decide where to eat? SLO CAL's two jam-packed food halls can help.

North > The Paso Market Walk in Paso Robles offers 12,000 square feet of good taste, from the umami flavors of **Momotaro Ramen** and vegan cheese wizardry of **The Vreamery**, to sweet treats at **Just Baked SLO**.

San Luis Obispo > So many choices await at the popular **San Luis Obispo Public Market**, including steamed bao from **Bing's Bao Buns**, pizza and pasta from **Humble Oven** and exquisite, delectable **Mama Ganache Chocolates**.

LET MICHELIN BE YOUR GUIDE *

Several local restaurants have earned recognition in the Michelin Guide, the gold standard for fine dining. SLO CAL Michelin-mentioned eateries include **The Hatch**, **In Bloom** and **Les Petites Canailles** in Paso Robles, **Ox + Anchor** and **Nate's On Marsh** in San Luis Obispo and **Ember** in Arroyo Grande. At **Six Test Kitchen** in Paso Robles, Chef Ricky Odbert has earned SLO CAL's first Michelin star, serving a multi-course tasting menu that pushes the boundaries of culinary innovation. The region's second star was earned by **The Restaurant at JUSTIN** in Paso Robles, which also received a Green Star acknowledging the restaurant's commitment to sustainability with 95% of ingredients sourced locally.



Discover more delectable SLO CAL eateries.

Sipos

What to taste and where to do it in The Land of Liquid Assets

WINE

SLO CAL's fruit of the vine continues to enrapture locals and visitors alike, whether from large legacy wineries or tiny family upstarts. Ideal growing conditions, a pioneering wine and viticulture program nearby and a spirit of collaboration and innovation make SLO CAL a superlative destination for a wine getaway.

CHOOSE YOUR OWN ADVENTURE

With over 280 wine tasting rooms and more than 60 varietals grown here, SLO CAL can be overwhelming for wine enthusiasts who don't know where to begin. Use these sample itineraries to get the ball rolling in either Paso Robles wine country or the SLO Coast wine region.

I'm in the mood for...grand countryside estates >

Head to **Daou Vineyard & Winery** to experience one of the most luxurious tasting experiences around, atop 2,200-foot **Daou Mountain** in the Adelaida District. A stop at **Niner Winery** includes a tasting as well as access to the lavender-lined patio and views of iconic Heart Hill. And **Robert Hall Winery** wows with a wide variety of Paso Robles wines, plus distinctive fountains, gardens and vineyard views.

In the Edna Valley, reserve a private tasting at **Tolosa Winery** and enjoy a flight from their 1772 Series or even a barrel tasting. Then drive south to the Arroyo Grande Valley for a sampling of **Talley Vineyard & Winery's** award-winning chardonnays, complete with mountain views and warm breezes. End the day at **Laetitia Vineyard & Winery**, located on a hillside just four miles from the ocean, where pinot noir and sparkling wines reign.

I'm in the mood for...a downtown wine tasting >

Drop into **Paso Robles Wine Merchant** in the Paso Market Walk to discover small production, sustainably-farmed wines made locally. On 12th Street, cult producer **Herman Story Wines** pours rich Rhône-centric wines in a quirky no-frills tasting room. And **Symbiosis Wines** shares Italian and Spanish-varietal wines.

Region wine bar in San Luis Obispo allows patrons to pour their own tastings from the menu of 25 local producers. **Dunites Wine Co.** is just a couple blocks away in the historic downtown. In Arroyo Grande's Village, **Timbre Winery** pours traditional tastings and wines by the glass. **Verdad and Lindquist Family Wines** offers flights paired with cheese plates.

I'm in the mood for...something a little different >

The area south of downtown Paso Robles called **Tin City** is a neighborhood of industrial buildings that house multiple wineries and tasting rooms. Check into **Field Recordings Winery** for a tasting of zero-pretension wines made by a revered producer. Next door at **Giornata Wines**, sample winemaker Brian Terrizzi's obsession with Italian varieties and methods. Then turn the corner for wines at **Desperada**, a label known for Bordeaux and Italian-variety red blends made in clay amphorae vessels.





Wine, made better

SLO CAL wineries enjoy a long legacy of sustainable production.

Tablas Creek Vineyard in Paso Robles has its Regenerative Organic Certification, which values soil health, animal welfare and social fairness.

AmByth Estate and **Maha Estate**, both in Paso Robles, have their Biodynamic Certification, which highlights biodiverse practices and livestock integration.

Others are Certified Organic, like **Booker Wines**, which eliminates pesticides and synthetic fertilizer.

And some winery buildings and tasting rooms, like those at **Niner Wine Estates** and **Shale Oak Winery** in Paso Robles, have their LEED Certification, which recognizes their green architecture.

CHATEAU MARGENE



Off the beaten path

Don't be afraid to take the wine road less traveled. These wineries are enticing destinations beyond the Paso Robles and Edna Valley trails.

Hearst Ranch, San Simeon

Stolo Vineyard & Winery, Cambria

Harmony Cellars, Harmony

Chateau Margene, Morro Bay

Ancient Peaks, Santa Margarita

Cayucos Cellars, Cambria

Sans Liege, Pismo Beach

Sinor-Lavallee Wines, Avila Beach



Photo by @tablascreek



For SLO CAL's **Sustainable Wine Trail Map**, including a breakdown of certifications for individual wineries, follow the QR code.

Did you know?

➤ In 1914, famous Polish concert pianist **Ignacy Jan Paderewski** checked into **El Paso de Robles Hotel** to soak in the healing waters of the hot springs there. Not long after, he purchased 1,600 acres on its west side to plant vines. His zinfandel wines earned rave reviews, even earning him gold medals at the 1934 California State Fair. Today, the Paderewski Vineyard belongs to **Epoch Estate Wines** in the York Mountain District.

➤ Each year, **Cal Poly State University SLO** graduates 60 students from its Wine & Viticulture program, the largest undergraduate program of its kind in the nation.

➤ Wine in SLO CAL dates back to 1804, when mission padres planted large vineyards near **Mission San Luis Obispo de Tolosa** and **Mission San Miguel**.

SPIRITS

We've got spirit, all right. In just a few short years, SLO CAL has become home to over a dozen distilleries, all of which are open to the public for tasting.

CALWISE SPIRITS & ROOT ELIXIRS



Spirited Selections

Stock the bar with a SLO CAL version of your favorite spirits, like:

- gin from **Re:Find Distillery** in Paso Robles
- brandy from **Tin City Distillery** in Paso Robles
- liqueurs from **Pendray's Distillery** in Templeton
- grappa from **Bethel Road Distillery** in Templeton

BETHEL ROAD DISTILLERY



- rum from **Central Coast Distillery** in Atascadero
- vodka from **Krobar Distillery** in San Luis Obispo

- aguardente (Portuguese sugarcane spirit) from **SLO de Vie Distillery** in Grover Beach

Photo by @latraveldventures

Raising the bar

Local cocktail bars come in all shapes, styles and sizes.

North ➤ For pure Prohibition-era swankiness, visit **1122 Speakeasy & Cocktail Lounge** in Paso Robles. Around the corner at sister property **Cane Tiki Room**, enjoy outrageously garnished tropical drinks and pupu platters in a fun atmosphere.

San Luis Obispo ➤ Order expertly-made drinks at **Sidecar** or enjoy the lush, classic cocktail lounge vibes at **Nightcap** in the Granada Hotel & Bistro.



To learn more, follow the code to the **Distillers of SLO County Trail Map**.

BEER

Move over, wine: Craft beer in SLO CAL has fans all over the world, too. In recent years, the local brewing scene has exploded, offering beer in a dizzying array of styles from lagers to stouts and just about everything in between.

Fun Fact

➤ Established in 1988, **SLO Brew** was the very first brewpub to open on the Central Coast after prohibition.



Photo courtesy of Firestone Walker Brewing



Photo by @roscoe3tacos

New brews

A growing number of breweries are branching into new styles or re-visiting old favorites, and it's a blast to come along for the ride.

North ➤ At **Silva Brewing** in Paso Robles, look for distinctive brews like the "Suite B" German-style altbier, and a nitro walnut milk stout. In Atascadero, **Wild Fields Brewhouse** won four gold medals at the prestigious 2022 World Beer Cup.

North Coast ➤ One of the pioneers of sour beers in SLO CAL, **The Libertine** in Morro Bay makes "Buzzin' On Broad," a coffee and nutmeg sour brown and brown ale blend.

San Luis Obispo ➤ At **There Does Not Exist**, try the "60 Days In Hell" Bavarian helles lager, or "Infinite End," a cold IPA. **Antigua Brewing** uses hops grown locally on their family farm featured in brews like the Hoprise and Hop Farmer pale ale.

South Coast ➤ **Kulturhaus Brewing** in Pismo Beach serves a "gruit" herbal ale, an ancient style of beer that relies on herbs rather than hops for flavor. And at **Humdinger Brewing** in Arroyo Grande, the flagship brew is a German pilsner made with Mexican lager yeast called Krispy Niño.



Want more? Catch the QR code for the full **SLO CAL Brewery Trail**.



Baileyana Tasting Room

Located in SLO's gorgeous Edna Valley, the Baileyana tasting room offers warm hospitality and expansive views of vineyards nestled among rolling hills. Experience an array of distinctive award-winning wines, from Chardonnay and Pinot Noir to Albariño and Syrah, locally grown and carefully crafted to express the uniqueness of the SLO Coast!



HUMDINGER BREWING

The Land of Deep Blue

Boasting 100 miles of pristine coastline, SLO CAL is defined by the ocean: its tides, its influence, its riches. Anywhere you roam here, a white-sand beach is never far. Dive in for world-class surf, swimming, kayaking and kite-boarding. Build a sandcastle and let the sun kiss your skin. Watch for whales, sea elephants, otters and dolphins, or marvel at tiny crabs scuttling in tide pools.

MY FAVORITE WAVE



"It's hard to pick a favorite beach in SLO CAL let alone a favorite one to surf. But I would have to say Pismo Strand, ideally north of the pier. On cold fall mornings the offshore winds can make Pismo look like a world-class beach break—and if you get it on the right tide it's easily one of the more consistently fun waves ever. I grew up surfing Pismo and have seen it under all conditions, but in the fall and winter it really comes alive."

— Chris Burkard, award-winning adventure photographer

WATCH THE EXPERTS



Don't miss the chance to watch qualifying series for the World Surf League at the **SLO CAL Open Pismo Beach** and **SLO CAL Open Morro Bay**. The **Surfing for Hope Longboard Classic** also takes place at Morro Rock.

FOR FAMILIES:

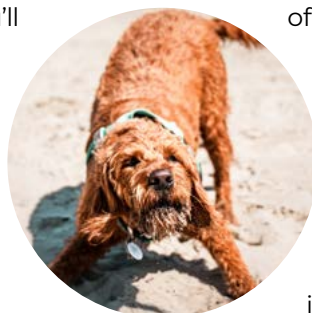
› Cayucos State Beach

Kids of all ages like this beach for its large play structure, nearby skate park and miles of white sand begging to form sandcastles. (The sand is so good, in fact, Cayucos hosts a sand sculpture competition every summer.) Parents like the safe waters, easily accessible bathrooms, showers and parking. And everyone appreciates the restaurants, surf shops and candy stores located right along the shoreline.

FOR SURF:

› Pismo State Beach

Head to the Pismo Pier and you'll understand why this is such a special spot for surfers. Sandy-bottom beach breaks define Pismo's stretch of coastline, offering excellent waves for all abilities. Look to the north side of the pier for a long, solid left, or to the south side for fun waves and lots of room to ride.



FOR BONFIRES:

› Oceano Dunes

Accessible via Pier Avenue in Oceano, this beach makes an ideal place to light a bonfire. Thanks to its status as a driveable beach, you can actually haul your firewood and provisions in with a car or truck. Just don't forget the marshmallows.

FOR DOGS:

› Toro Creek Beach (Morro Strand State Beach)

Want to see Fido happy? Toro Creek Beach comprises a stretch of sand that lies at the center of Morro Strand State Beach, between the northernmost end of Morro Bay and the southernmost end of Cayucos—and it welcomes off-leash dogs. Four-legged friends can run, sniff, jump and play to their hearts' content, leash-free.

MORE MUST-SEE BEACHES

› Estero Bluffs State Park

Between Cayucos and Cambria, walk the trail that parallels the shoreline and come across multiple secret micro-beaches, usually completely empty of people.

› Oso Flaco Lake and Guadalupe-Nipomo Dunes

Birders and wildlife-lovers prize this wide, unspoiled beach, accessible via a boardwalk that passes over Oso Flaco Lake and a trail that skirts towering sand dunes.

› Hearst Memorial State Beach, San Simeon

The air is thick with history in this picturesque and protected San Simeon cove where, in the early 1900s, William Randolph Hearst received antiquities from across the globe to appoint his hilltop estate.

› Moonstone Beach, Cambria

One of the finest beachcombing spots on the West Coast, this ethereal beach in Cambria offers sea glass, sculptural driftwood and polished "moonstones" to the dedicated treasure-seeker.

› Sandspit Beach

The sandspit beach between Los Osos and Morro Bay stretches over five miles—the perfect distance for a long beach walk with endless views of the sparkling Estero Bay.

› Point San Luis Beach

This tiny beach on the north end of Avila Beach lies beneath the historic Point San Luis Lighthouse and is only accessible by kayak.

› Pirate's Cove Beach, Avila Beach

Be prepared to bring the bare necessities to this stunning beach in a protected inlet, as clothing is optional.

LOCAL INSIGHT

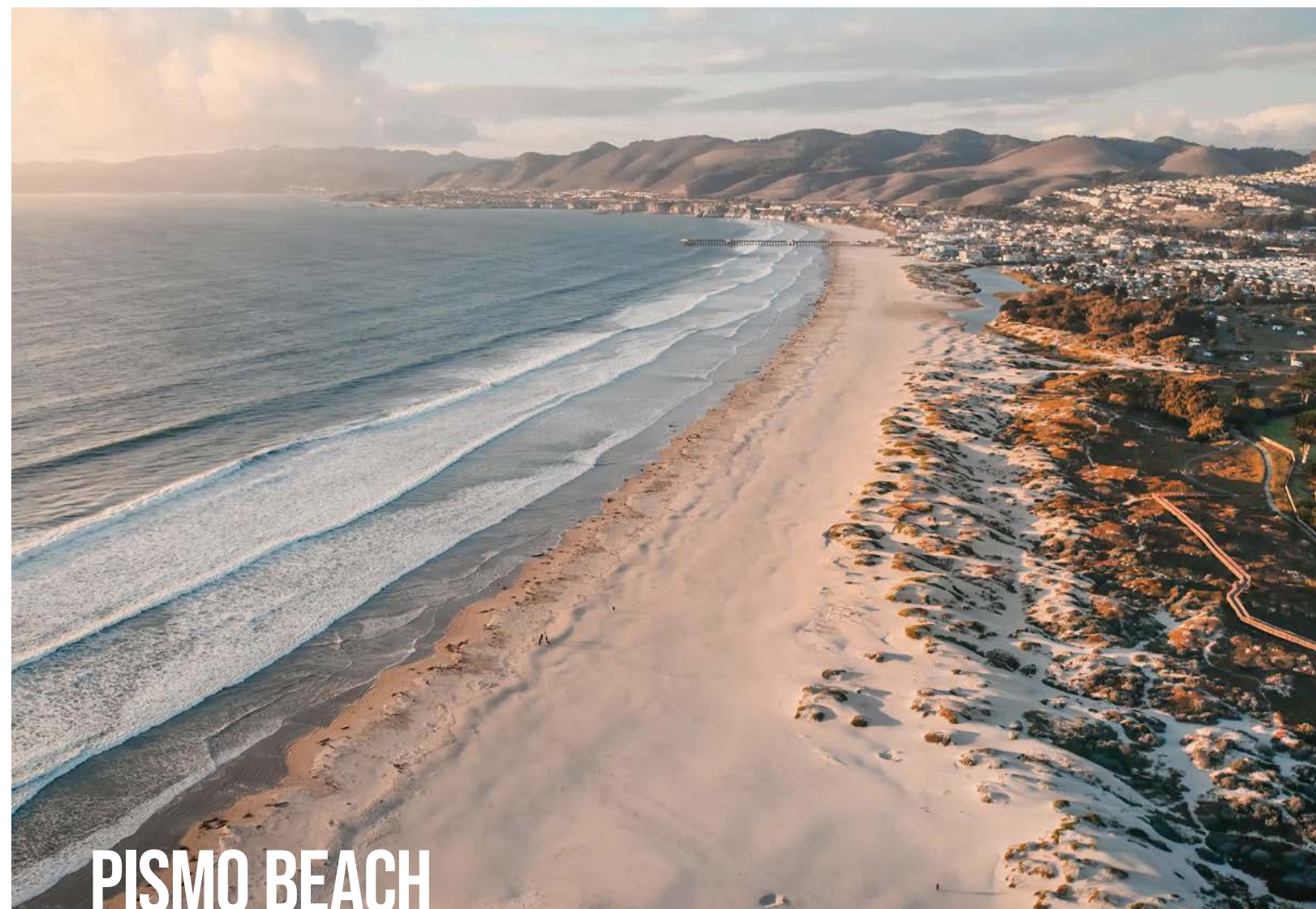
Central Coast native and Cal Poly alum Christopher Petro is a professional photographer known for his epic outdoor captures on Instagram. The South Coast resident shares his local photo tips.



SUN SALUTATIONS: Being on the West Coast, we have a lot more low-hanging fruit for sunsets, like **Pismo Beach** with its gorgeous neon, **Terrace Hill** with the Cerros and **Cerro Alto** overlooking Morro Bay. For sunrises, try the top of **Avila Ridge** facing Pismo and Shell Beach and the top of **Cerro San Luis**.

NEW FINDS: Sensorio in Paso Robles, **Arroyo Grande's Old Town** and **Grover Beach** near the Butterfly Grove are my recent favorite places to shoot. With Sensorio, since you aren't permitted to bring a tripod, you need a lens with a fast-aperture to clearly capture the scene in the fleeting low-light conditions.

SURREAL SCENES: One of best places the photography community cherishes is the **Oceano Dunes**. Usually, I go alone, but I love being able to fly my drone safely and freely here, or have a friend or fellow photographer out there helping create interesting compositions. The key is to bring a person with you or look for folks already present; having a human subject helps to show the true scale of the place.



The Land of Fresh Air

**Take a deep breath. Do you feel that?**

It's freedom. Freedom to roam and ramble, freedom from push notifications and agendas. Here, people would rather get outside than get ahead—a preference that shows in hundreds of miles of well-worn hiking, mountain biking and equestrian trails. Ziplines, dune rides, bike routes and water slides: It's all within reach. And if your idea of outdoor adventure is a glass of wine on the patio, SLO CAL can help with that, too!

EROICA CYCLING ROUTE



Photo by Evan B. Dudley

10 WAYS TO GET OUTSIDE

Comfortable weather makes it spectacularly easy to enjoy the great outdoors, where trails, peaks, waves and wildlife await discovery—all year round.

- 1** Take a hike along the **Ontario Ridge** near **Avila Beach**, which travels a total of four miles, out and back.
- 2** Enjoy technical downhill mountain biking on **West Cuesta Ridge** near **Santa Margarita**.
- 3** Kayak through the arches, grottoes and rock gardens of the **Dinosaur Caves** in **Shell Beach**, accessible only from the water.
- 4** Follow in the treads of the **Eroica California**, a 97-mile road cycling route that covers **Paso Robles**, **Templeton** and **Atascadero**, as well as a jaw-dropping stretch along **Highway 1**.
- 5** Try an afternoon of kitesurfing with **California Kiteboarding** in **Pismo Beach**, one of the world's best spots for the sport. The winds that blow through **Cayucos** in May also make ideal conditions for paragliding and hang gliding off **Hang Glider Hill**.
- 6** Meet up with the folks from **Morro Bay Paddlesports** for stand-up paddleboarding lessons in the **Morro Bay National Estuary**.
- 7** Jog the 1.3-mile path that circles **Atascadero Lake Park** in **Atascadero**, accessible for wheelchairs and strollers, too.
- 8** Take a spin on the **Bob Jones Bike Trail** with an e-bike (electric bicycle). Pick up your wheels at **Central Coast Kayaks** in Shell Beach or **BoltAbout Rentals** in Avila Beach.
- 9** Bring your climbing shoes, belays, ropes and pads to the base of **Cabrillo Peak**, a favorite haunt of rock climbing enthusiasts that overlooks **Morro Bay** and **Los Osos-Baywood Park**.
- 10** Mosey on horseback with **Central Coast Trailrides** through the vines at picturesque **Santa Margarita Ranch** or **Cass Vineyard & Winery** in **Paso Robles**.

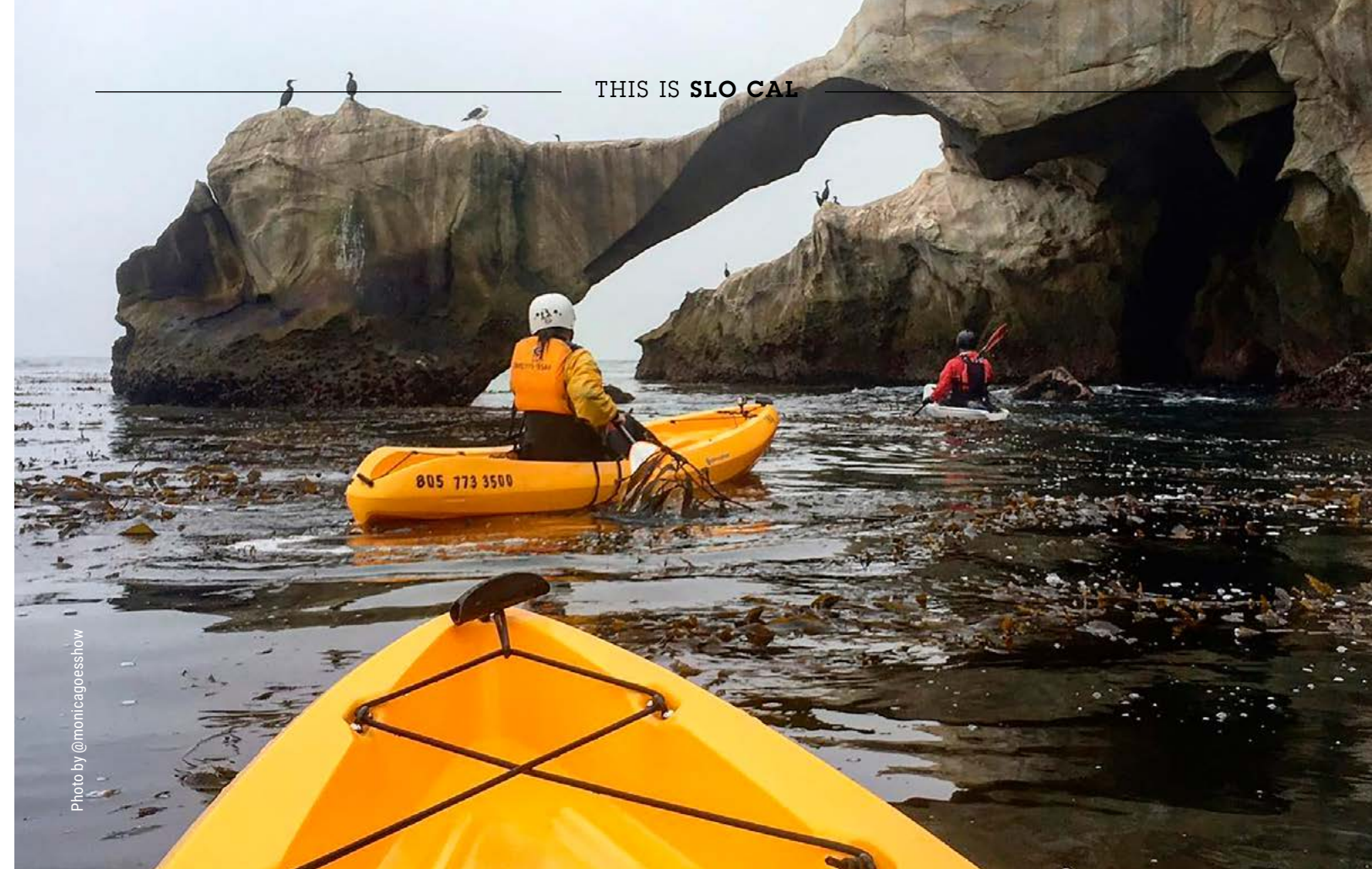


Photo by @monicagoesshow

Margarita Adventures

Welcome to Margarita Adventures—the biggest thrill in wine country! It all begins with Margarita Adventures' acclaimed zipline tours on the historic Santa Margarita Ranch in the heart of SLO County, featuring six epic ziplines that span vineyards, valleys and forests. It's an experience like no other; one that adults think is fun and that kids think is cool. Even better, Margarita Adventures now offers several additional experiences, including an Eagle Tour, Foraging Tour, Photography Tour and Nature Adventure Tour. Don't miss these one-of-a-kind tours for all ages!

Margarita-Adventures.com

MargaritaAdventures





MONTAÑA DE ORO STATE PARK

LOCAL INSIGHT

Josh and Lindsey Haring own The Mountain Air, a beloved outdoor goods retail outpost in San Luis Obispo. They are passionate about keeping their dollars local and supporting fellow small businesses.

PLAN A: Our favorite itinerary is a family hike at **Johnson Ranch Open Space** and a deli sandwich from **Lincoln Market & Deli** or **High Street Deli**.

MUST-DOS: We never tire of the beauty and scenic coastline of **Montaña de Oro State Park**. You can walk, hike, ride, surf or relax at the beach with a good book. The **Downtown SLO Thursday Farmers Market** is a must: fun for all ages and delicious for all palates.

SHOP: When we shop, we try to keep our dollars local and support small businesses. Some of our favorites include **Boo Boo Records**, **Humankind Fair Trade**, and **Whiz Kids**.



Josh & Lindsey Haring Owners, The Mountain Air, San Luis Obispo

Right: Boo Boo Records

Photo by @groovymissruby

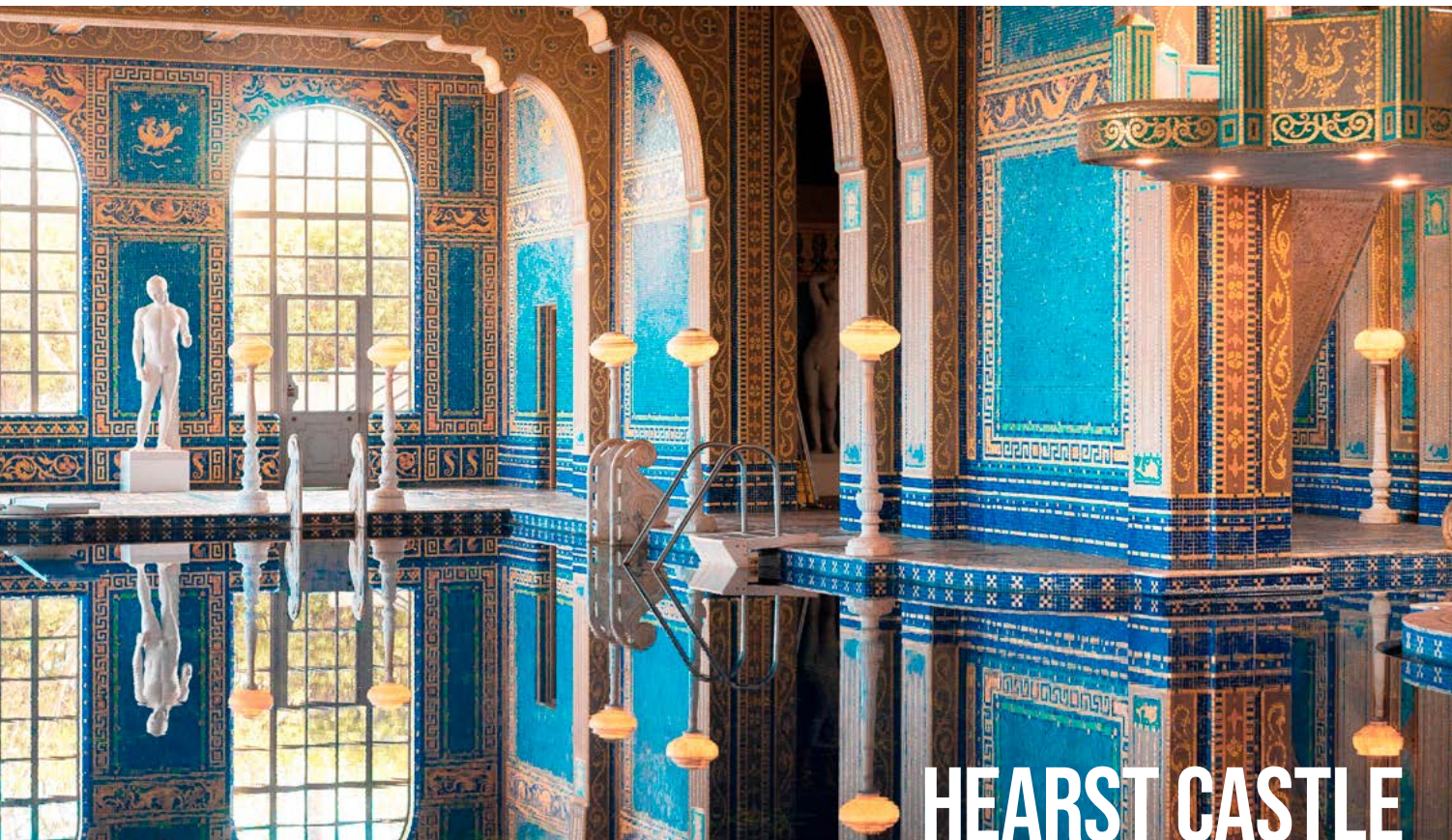
BORN TO BE WILD

Access to wildlife viewing is next-level in SLO CAL. Here, you'll find **Monarch butterflies** wintering by the thousands in Pismo Beach, **California sea otters** off the coast of Montaña de Oro State Park in Los Osos and **Great Northern elephant seals** on the beach in San Simeon. **Peregrine falcons** nest atop Morro Rock, **gray whales** migrate offshore, and **wild turkeys** strut just about everywhere. You'll even see **California Condors** at Hi Mountain Lookout in the mountains east of San Luis Obispo, and **bald eagles** at Lopez Lake outside Arroyo Grande.



The Land of Wonder

SLO CAL's culture begs to be discovered—not in a guidebook but in the flesh. Wander the halls of a tycoon's hilltop castle, catch a headliner on stage, walk in the footsteps of ancient tribespeople and cut a rug beneath a harvest moon. There's a lifetime's worth of exploration to be done here, and there's no better time to start than right now.



HEARST CASTLE

| Below: Cocktails at the Alchemists' Garden

LOCAL INSIGHT

Winemaker Nancy Ulloa of **Ulloa Cellars** moved to Paso Robles in 2017 to begin her career as a winemaker. She is known for her small batch white wines, positive vibes and crystal pairings.

DINE: I'm a regular at **Paso Robles Wine Merchant, Il Cortile Ristorante, Pier 46, The Alchemists' Garden, Catch Seafood Bar & Grill** and **Taqueria Jalisco**.

SIP: When it comes to wine, I'm a fan of **Union Sacre, Crush Vineyard, High Camp Wines, Diablo Paso, Tablas Creek** and **Alta Colina**. For spirits and beer, **Calwise Spirits Co.** and **Kilokilo Brewing Company**.

UNPLUG: I recharge at **Dharma Yoga Loft, River Oaks Hot Springs Spa** and **EarthTones Gifts, Gallery & Center for Healing**—all located right here in Paso Robles.

MUST-SEES: Whenever I host visitors, I like to show them special places like **Sensorio, Downtown Paso Robles, Moonstone Beach** and **Hearst Castle**.



Nancy Ulloa Winemaker and owner, Ulloa Cellars



Photo by @alchemistsgarden

Three Perfect Days

Itinerary inspiration and trip tips to optimize your SLO CAL getaway

FOLLOW THE GREENER PATH

It's easy to be a sustainable traveler in SLO CAL. Filled with pristine coastlines and endless open spaces, eco-minded travelers have access to an abundance of low-impact outdoor adventures. Add dining on locally sourced food, sipping sustainable wines and exploring walkable towns on foot or bike, and being a "green" traveler never felt so effortless and enjoyable.



Photo by @thridcoastmama

DAY 1: Check into **The Pacific Motel** (a 2023 Michelin Guide selection) in Cayucos to experience the reinvention of one of the beach town's original motels. Hop on the complimentary Linus bikes, stopping for refreshments at **Hidden Kitchen**. Hit the beach for an educational seaweed-foraging tour with **Kelpful**. Browse for recycled treasures in Ocean Avenue's antique shops and support local makers at **Cayucos Collective**. Wrap up your day watching the sunset as you savor fresh catch at **Schooner's**.

DAY 2: Head up the coast to **Fiscalini Ranch Preserve** in Cambria for a private outdoor yoga experience with **Tula Yoga**. Stroll around the village, perusing shops like **See + Green, Slabtown Mercantile** and **Soto's True Earth Market**. Settle in for a wholesome lunch at **Brydge**, where the chef supports small local farms through an ever-changing menu of gourmet "micro-seasonal" cuisine. Continue up the PCH to see the **Elephant Seal Rookery** in San Simeon. Return to Cambria for a walk on **Moonstone Beach** and get in the queue to score a coveted dinner table at **Sea Chest Oyster Bar**.

DAY 3: En route to Avila Beach, stop in Los Osos to wander the trails of **Montana de Oro State Park**. Break for lunch at **Celia's Garden Cafe** or **High Street Deli** in Baywood Park. Check into **Sycamore Mineral Springs Resort & Spa**, then rent bikes to cruise the **Bob Jones Trail** to the beach. In the evening, treat yourselves to a farm-to-fork feast at **Ember** in Arroyo Grande and cap the night stargazing from your private soaking tub back at the resort.

QUALITY TIME IN WINE COUNTRY

There's no better place to spark a romance—or to rekindle one—than in SLO CAL, where dramatic ocean views, secluded trails, cozy dining and rolling vineyards beckon around every corner. Ready to take your relationship to the next level? A luxuriously laid-back SLO CAL visit will have you swooning in no time.

DAY 1: Check into the Tuscan-style **Allegretto Vineyard Resort** in Paso Robles and decompress immediately at **Spa Allegretto**. Choose from a variety of decadent treatments, including a couples massage paired with a bottle of Prosecco. Come evening, head to the resort's restaurant, **Cello Ristorante & Bar**, for Italian dining, followed by a glass of Allegretto's proprietary wine on the patio beside the resort's oversized fire bowls.

DAY 2: Enjoy an onsite yoga class or dip in the pool, then kick off a private tasting tour with **The Wine Wrangler**, selecting from Paso Robles's 200+ wineries. Reserve a catered vineyard picnic lunch, and enjoy a personalized, no-stress afternoon tasting some of the world's finest wines at your own pace. Finish with an exquisitely prepared multi-course dinner at the Michelin-starred **Restaurant at JUSTIN**.

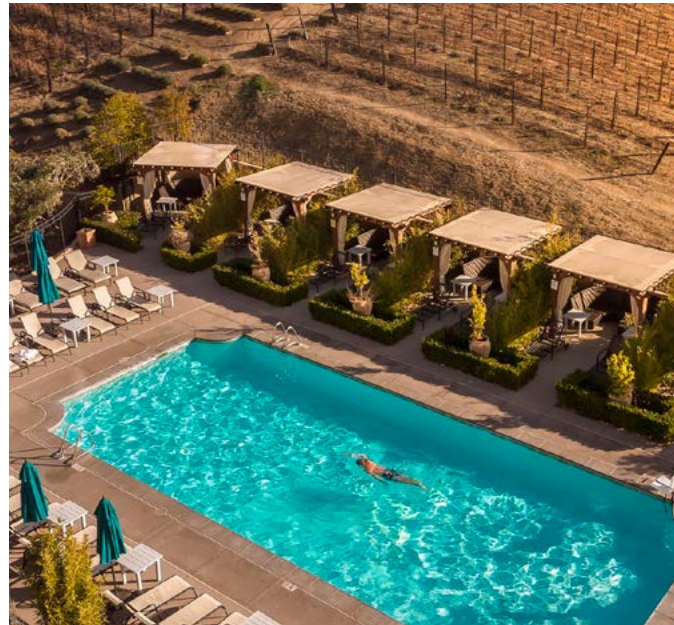


Photo by @life_aficionados

DAY 3: Grab breakfast at **Hunter Ranch Golf Course** before or after playing a round on what's considered one of the finest courses in California. Then make your way to **City Park**, where boutique shopping, downtown wine tasting rooms and bistros make for an easygoing afternoon. Finish with dinner at intimate Italian restaurant **Il Cortile** and live music at the underground **Libretto Jazz & Wine Lounge**.



Photo courtesy of Libretto Jazz & Wine Lounge

Top: Allegretto Vineyard Resort by Ayres;
Bottom Left: Restaurant at JUSTIN;
Bottom Right: Libretto Jazz & Wine Lounge



Photo courtesy of Restaurant at JUSTIN



EXPLORE SAN LUIS OBISPO

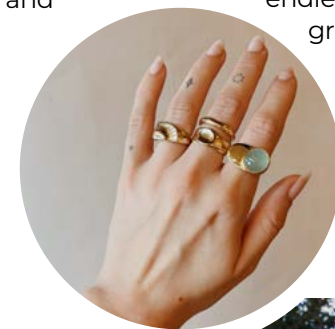
Discover the good life in SLO CAL by soaking up its culture, history and natural wonders—a feast for the senses and a destination rich with experiences for the curious traveler. Get acquainted with the style and spice of this fascinating place, and live like a local to enjoy the best it has to offer.

Top: Downtown Historic District, San Luis Obispo; **Center:** Len Collective; **Bottom:** Mission San Luis Obispo de Tolosa

DAY 1: Pull into **Hotel Cerro** and begin your stay with a swim and a sip at the rooftop pool and bar. Afterward, cruise downtown San Luis Obispo and tour **Mission San Luis Obispo de Tolosa**, one of the best-preserved missions in California. Finish the day with a visit to the **San Luis Obispo Museum of Art** and dinner at nearby craft eatery **Luna Red**.

DAY 2: Wake early for a morning hike up **Cerro San Luis**, the mountain at the heart of San Luis Obispo, then tuck into pastries and coffee at **Linnea's Cafe** on Garden Street. The rest of the day, discover SLO's excellent independent shops, like jewelry at **Len Collective**, men's streetwear at **Passport**, comic books at **Dr. Cain's** and games at **BA Start Arcade Bar**. Cap the day with stellar Italian cuisine at **Guiseppe's** and live music at the historic **Fremont Theater** or **The Rock at SLO Brew**.

DAY 3: Rent road bikes at **Foothill Cyclery**, then head out to SLO Coast wineries for wine tasting and endless vineyard views. Come lunch time, graze the eclectic eateries of **SLO Public Market**. Afterward, hit **Puzzle Effect Escape Room** or catch a film at **Palm Theatre**—the nation's first solar-powered movie theater. Pop over to the Madonna Inn for a late dinner at **Gold Rush Steakhouse** and soak up the colorful kitsch.





DAY 1: Indulge in a stay at the **Resort at Dolphin Bay** in Shell Beach, where ocean views from the pool and an award-winning wine list and cuisine at **Lido** don't disappoint. That evening, head to the **Great American Melodrama & Vaudeville Revue** for big laughs and excellent professional theater.

DAY 2: Drive to Arroyo Grande for a cowboy breakfast at **F. McIntock's**, then wander the historic village. (You may even spy Arroyo Grande's famous flock of rogue roosters.) Afterward, take your thirst for excitement to the Oceano Dunes for a free-wheeling tour with **Xtreme Hummer Adventures** or a thrill ride in a biplane with **Banner Airways**. Finish the day in Grover Beach, where **The Spoon Trade's** famous fried chicken and waffles satisfies big appetites.

DAY 3: Catch views of the Pacific on a hike at the **Pismo Preserve**, then order steamed clams or a nacho skillet at **Wooly's Beach Bar & Grill** in downtown Pismo Beach. Grab a Grover Beach original **Hotlix** lollipop with a real edible scorpion inside, then spend the afternoon chasing Pismo waves with **Sandbar Surf School** or **Esteem Surf Shop**.

Photo by Tim Mosholder

LIVE LARGE ON THE SOUTH COAST



| Pictured: Banner Airways

Photo by Highway 1 Road Trip

Go big or go home, right? SLO CAL is jam-packed with heart-pumping moments, inspiring stories, bold flavors and jaw-dropping sights that have to be experienced to be believed. Three days of once-in-a-lifetime adventures await: are you ready to take the leap?



Plan your adventure at **SLO CAL Trips Ideas & Itineraries**.

Holiday Inn Express & Suites of Atascadero

This fully renovated, multi-award winning hotel showcases contemporary amenities, guestrooms and suites. In wine country and moments from the coast, this green-certified venue boasts comfortable event space and an outdoor heated pool and spa. EV charging coming soon. Local beer and wine available now.

HIEAtascadero.com

 HIEAtascadero

 HIE_Atascadero



Pismo Coast Village RV Resort

The Pismo Coast Village RV Resort is within walking distance to downtown and the pier. You'll find 400 full hook-up sites on 26 beachfront acres with plenty of amenities, but perhaps the best amenities are the ocean breeze, sunsets and soothing sound of the surf.

PismoCoastVillage.com

 PismoCoastVillageRVResort



FIND YOUR
PEACE
AND QUIET

THIS IS WHAT PEACE & QUIET LOOK LIKE

The Inn at the Cove in Pismo Beach is situated on a secluded cove overlooking the Pacific Ocean. Relax poolside or venture out to many dining, golf, beach, and recreational activities nearby.

Book Direct for Best Rates
805.773.3511 \ InnAtTheCove.com




INN
AT THE
COVE



LOCAL INSIGHT

Twins Amber Karson and Emily Butler headquartered their successful Karson Butler event planning company in San Luis Obispo when they took over the 150-year old National Historic Landmark Ah Louis storefront on Palm Street. The creative duo live, work and play in downtown SLO and share their good taste with shoppers through their "entertaining general store" offerings.

DINE & DRINK: After a busy day at the Ah Louis Store, you'll find us dining at the bars of Ox & Anchor or Guiseppe's. We love the whole vibe at Nate's on Marsh. Our neighbor Mee Heng Low is in one of the remaining original historic Chinatown buildings. High Street Deli has long lines, but is worth it—use the app to order the night before. For an urban wine tasting experience, try El Lugar's new tasting room in Duncan Alley industrial park. While you're there go visit Shindig Cider.



RECHARGE: Amber loves to be outside on our trails with her dog, a 10-year old vizsla. The M-Trail on Cerro San Luis is our go-to hike and the Pismo Preserve trails can't be beat! Emily loves strolling the Downtown SLO Farmers Market Thursday nights to pick up fresh flowers and rotates her morning coffee routine to give all the local shops love. Check out Proof + Gather, a new bakery.

SHOP: The Mountain Air, a family owned outdoor store is our go-to for gifts and comfy clothes that are cute and functional. They just opened Switchback, selling used gear. Buen Dia Design has great artwork, Boo Boo Records for vinyl and the Madonna Inn gift shop is a secret gem to find the most epic clothes for a night out on the town!

SLO CAL CRAFTED

Thoughtfully crafted SLO CAL goods make for soulful souvenirs imbued with an authentic sense of place

Our creative community of makers, artisans and entrepreneurs bring the spirit of SLO CAL to life in very tangible, beautiful, delicious ways. To celebrate them and shine a spotlight on the magic they work with our region's abundance, these small businesses receive an official SLO CAL Crafted® certification. When you buy SLO CAL Crafted®, you are giving back to our destination by supporting someone whose life and work is woven into the local economy. Meet some of these talented makers on the following pages.



Learn more about
SLO CAL Crafted and
the artisans certified
through the program.



FABLE RUNE



Photo courtesy of Fable Rune

› Root Elixirs, San Luis Obispo

Root Elixirs elevates the DIY home cocktail craft with their tasty sparkling drink mixers concocted with local botanicals and citrus. Created by professional mixologist Dominique Gonzalez, the bubbly refreshers come in flavors such as grapefruit jalapeno, cucumber elderflower and strawberry lavender. Just add ice and spirits!

› Fable Rune, Los Osos

A plant-based, small batch wellness line, Fable Rune is committed to producing clean beauty and lifestyle products that are effective, sustainable and ethical. Co-founded by Jeriel Sydney and Bobbie Cunningham, the brand's array of intoxicating herbal scents are infused into pampering skin and hair care products, candles and more.

› Hambly Lavender Farm, San Miguel

A family affair, Hambly Lavender Farms has their own line of lavender-infused goods. From cocktail kits and aromatherapy sprays to oils and soaps, the soothing benefits of locally grown lavender can be delivered in endless ways. They welcome visitors to their rural farm and offer u-pick lavender in season.

› The Mayan Collective, Arroyo Grande

The Mayan Collective makes divine smelling, clean burning 100% soy wax candles in small batches. They are committed to using fragrances without harmful chemical additives. Feel even better about supporting them knowing 20% of all sales benefit children in need in a small Guatemalan village.



Opposite Page: Root Elixirs;
Top Right: Hambly Lavender Farm;
Below: The Mayan Collective





› Corberosa Coffee, SLO County

Corberosa Coffee is among the 1% of coffee roasters worldwide that use a unique air roasting process powered by electricity. The result is a cleaner, more nuanced, less acidic coffee that better showcases the ethically sourced beans. A monthly coffee subscription will allow you to keep savoring your memories of the region as you sip micro-roasted batches like the SLO CAL Blend back at home.

› Couler de la Vie, Paso Robles

Bobbi Matuk uses a natural dye process to create striking silk scarves, clothing and one-of-a-kind textiles. Known as bundle dying, she rolls plants and flowers into fabrics and steams them to draw out their natural pigments and shapes. She grows most of her flowers and even uses food scraps to create certain hues.

› Surf Gems, Morro Bay

Reuse and recycle is the ethos behind Surf Gems jewelry. Artist Abby Ahlgrim merged her passions for surfing and sustainability when she realized she could turn resin waste from surfboard shaping into wearable works of art. Her earrings, necklaces and bolo ties are inspired by surf spots.

SURF GEMS



› Grover Beach Sourdough, Grover Beach

Owners of The Spoon Trade Restaurant, Brooke and Jacob Town opened Grover Beach Sourdough across the street to focus on baked goods. They specialize in fermented sourdough loaves, buttermilk biscuits, buns and brown butter cookies and also serve up delectable made to order egg sandwiches.

› Plantae & Fungi, Cambria

A small group of women came together to create Plantae & Fungi to share the health benefits of plant medicine.

In addition to a selection of artisan powders, potions and health tonics, their locally made menu includes edibles and elixirs as well as weekly ramen and porridge specials. It's health foodie heaven.

› Cayucos Collective, Cayucos

An art gallery and custom printing studio, Cayucos Collective is owned and operated by a group of local artists, surfers and skaters who make cool merch.

You can customize your own hat or hoodie or outfit yourself with one of their casual wear creations.

Top Left: Corberosa Coffee;
Top Right: Couler de la Vie;
Bottom: Surf Gems;
Opposite Page: Grover Beach Sourdough



The Land of Well-Being

SLO CAL believes in slowing down, taking notice and appreciating the natural world. Sustainability and preservation are a big part of the SLO CAL ethos and lifestyle. Visitors can easily tap into that when exploring the region, be it reducing your carbon footprint and leaving no trace or supporting organic agriculture and green-minded businesses. Here, living well means taking care of our natural resources and being kind to ourselves and each other.

Photo by @the_californist

Pedal Power

SLO CAL is a bike-friendly paradise for cyclists of all levels and interests, whether you rent a beach cruiser for a mellow seaside meander or challenge yourself on an endurance route through Atascadero’s oak-studded backroads. The region continually receives accolades and high rankings for its bike friendliness and rental options are plentiful.



Photo by @master_july

10 Sustainable Travel Tips

Visitors can pitch in to help build a more sustainable future by making responsible choices while traveling to and around SLO CAL. Here are a few ways to be a sustainable traveler:

- 1 Take Amtrak and plan a car-free getaway.
- 2 Make the effort to walk and bike when possible.
- 3 Bring your own reusable water canteens.
- 4 Leave no trace when you’re enjoying the beaches and trails.
- 5 Dine at restaurants that support local farmers.
- 6 Drink local—try coffee, craft brews, wines, spirits and elixirs.
- 7 Follow the Sustainable Wine Trail.
- 8 Tour the SLO County Farm Trail created by FARMstead ED.
- 9 Shop small and support independent local retailers.
- 10 Participate in the Highway 1 Road Trip Stewardship Travel for Good program.

Get Grounded

Nourishing self-care practices and grounding activities that benefit mind, body and spirit are key ingredients of the SLO CAL life. Between yoga and breathwork studios, organic beauty gurus and intuitive herbalists, there is no shortage of ways to retreat yourself here. **Sagrada Wellness** hosts all-inclusive yoga retreats in a majestic hilltop setting in Santa Margarita. Treat yourself to the full body works or try something cutting edge like cryotherapy at **Sloco Massage & Wellness**. Reset with a sauna, massage and facial trifecta at Cambria’s **VYANA Wellness Collective**. Book ahead for an organic facial at **Goldenseal Skincare** in San Luis Obispo. Soak in healing mineral waters at **Sycamore Mineral Springs Resort** in Avila or **River Oaks Hot Springs Spa** in Paso Robles. And be sure to stop by family-owned-and-operated **Life Elements** in Atascadero to shop for homeopathic bath and body remedies to keep the TLC flowing back at home.

Photo courtesy of Sagrada Wellness



KEYS FOR TREES

A portion of every single hotel stay in the City of San Luis Obispo goes towards planting and maintaining trees in the area. Through the “Keys for Tree” initiative, visitors like you will help SLO achieve its goal of becoming carbon neutral by 2035.



You’ll find free and convenient electric charging stations throughout SLO CAL. From point-to-point top-offs and overnight charging at hotels to high-voltage Supercharging, SLO CAL has you covered.



Find a guide to EV charging locations at **SLO CAL Sustainability**.



Festival Mozaic

For five decades, Festival Mozaic has been filling SLO CAL venues with incredible music performed by some of the most talented musicians in the world. Come experience the 54th anniversary of Festival Mozaic in July 2024.

FestivalMozaic.org FestivalMozaic

Accessible Outdoors

The SLO CAL community is equally committed to becoming a more welcoming destination for all travelers, including making the great outdoors more accessible for those with mobility disabilities.

Wheelchair friendly trails include **Railroad Bike Path** in San Luis Obispo, **Sterling/Mariposa Paved Trail** in the Irish Hills Open Space and **Meadowpark Trail** in downtown San Luis Obispo. The **Pismo Beach Nature Preserve** has a wheelchair accessible trail known for good bird watching. Field of Light at **Sensorio** is wheelchair accessible, including ADA parking and restrooms.

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

Beach wheelchairs are available at the seven-mile long **Pismo State Beach** that stretches from Grover Beach to Oceano and also at **Morro Bay**. The City of Pismo Beach also offers two beach wheelchairs for use at no charge via the Sand Castle Inn. And the **City of Morro Bay** offers complimentary beach wheelchairs through Jack's Helping Hand.



Photo by ISA Surf

An Unparalleled Wedding Destination

From the proposal to the anniversaries, there's a place for every love story in SLO CAL

The Setting

SLO CAL venues make every wedding a destination wedding. Try rustic barns like **Swallow Creek Ranch** in Cayucos, **Santa Margarita Ranch** in Santa Margarita, **Higuera Ranch** in San Luis Obispo and the **Loomis Family Barn** in Arroyo Grande. For venues with coastal views, consider **Ragged Point Inn** in Ragged Point, the **Avila Beach Golf Resort** in Avila Beach, **The Cliffs Hotel and Spa** or **Dolphin Bay Resort**, both in Shell Beach. Charming historic wedding venues include the **Cass House** in Cayucos, the **Harmony Wedding Chapel** in Harmony, the **Portola Inn** in Atascadero, the **Jack House** and **Dallidet Adobe** in San Luis Obispo, the **Heritage House Museum Gardens** in Arroyo Grande or the **Dana-Powers House** in Nipomo. And to marry your beloved at a picturesque Paso Robles winery, choose **Villa San-Juliette Winery**, **Summerwood Winery and Inn**, **CaliPaso Winery** or **HammerSky Vineyards**.

Gown: Moondance Bridal

Photo by Alexandra Wallace





Photo by Jennifer Olson

The Feel

Pick out rings and bridal gowns at **Baxter Moerman Jewelers** and **Moondance Bridal** in San Luis Obispo. Choose from colorful field-to-vase flowers from **Noonan Wine Country Designs** or neutral palettes with **Idlewild Floral**. Start with the classical sounds of the **Mariposa String Quartet**, then keep the tunes rolling with popular party-maker **DJ Malik Thorne**. Add elements of fun like mobile photo booth **Bessy The Photo Bus**, cheery balloon designs by **Karson Butler Events** and marquee letters from **Alpha-Lit Central Coast**. Don't forget the memories: In-demand photographers like **Cameron Ingalls** and **Alexandra Wallace** and videographers like **Amora Cinema** and **Chromatic Collective** will capture your special day in style.

Top: Idlewild Floral;
Bottom: Bessy The Photo Bus;
Opposite Page: Cake Cathedral



Photo by @michellerollerphoto

The Flavor

Kick your celebration up a notch with SLO CAL's wildly talented caterers, cake artists and drink-slingers. Couples love the ease of hiring mobile cocktail bars from **Paso Robles Wine Merchant**. From cocktail-hour snacks to multi-course meals, local caterers know how to bring the heat to SLO CAL weddings. For food, go with **Trumpet Vine Catering**, **Thomas Hill Organics**, **Mistura** or **Danior Catering**. And what about a decadent finish? Hire cake artists like **Cake Cathedral**, **The Cakery** and **Just Baked SLO** or opt for frozen treats from **SLO Mama Sweets** and gourmet cotton candy from **Haute Sugar**.



Ready to put a ring on it? SLOCAL.com has everything you need to plan your dream wedding.



Photo by Jenny Williams

All About Events

Whether a wedding, special event, wine event or party—large or small, All About Events is your local event rental source for coordinators, caterers, event planners/designers, businesses and individuals. AAE has been a winner years in a row for *California Wedding Day Magazine's* Best Of awards for Best Table Top Rentals SLO. We offer quality tabletop rentals, large-scale tenting, tables, chairs, linens, heaters, umbrellas, bars and more—all maintained to high standards for events on the Central Coast.

AllAboutEvents.com

AllAboutEventsSLO

AllAboutEvents



Photo by Nikkels Photography

Seasons of SLO CAL

Time your next visit to partake in one of these signature SLO CAL happenings

Photo by @lbrandon_d_woody

Spring

- › Wildflowers bloom across the Carrizo Plain National Monument
- › The San Luis Obispo International Film Festival lights up the silver screen
- › Cowpokes rope and ride at the Poly Royal Rodeo at Cal Poly, the largest college rodeo in the nation
- › The first (and sweetest) strawberries ripen early to herald summer

4TH OF JULY IN PISMO BEACH



Summer

- › New surfers take on the year's best beginner waves at SLO CAL beaches
- › Festival Mozaic brings world-renowned musicians to perform an eclectic mix of classical, jazz and crossover music in distinctive venues across SLO CAL
 - › The summer-only Avila Beach Farmers Market takes over the Avila Beach Promenade every Friday night
 - › The skies near Pozo and Cambria are perfectly clear and dark for excellent stargazing

Fall

- › An inevitable early-fall heatwave sends locals (and their dogs) to the beach
- › The historic apple orchards of See Canyon welcome visitors to pick and taste their many varieties of apples
- › Harvest rolls through SLO CAL wineries, where they celebrate with winemaker dinners, release parties and barrel tastings
- › In full costume, the witches of SLO CAL bring their paddleboards and kayaks to Morro Bay for the annual Witches' Paddle
- › Old fashioned fun takes over the Village of Arroyo Grande for the annual Harvest Festival, with a mustache contest, barbershop quartet, parade, fish fry and pie-eating contest

SEA OTTERS ABOUND IN WINTER



Photo by @lutherswife

Winter

- › Wildlife galore! Sea otters pup their young, birds and whales can be seen migrating, sea lions mate and Monarch butterflies open their wings by the thousands
- › The SLO CAL Open welcomes competitive surfers from far and wide to conquer the waves in Pismo Beach and Morro Bay
- › The holidays come to Mission Plaza in San Luis Obispo, with a carousel, Santa's House and a public Menorah lighting for Hanukkah
- › On New Year's Day, folks flock to Cayucos and Avila Beach by the thousands to start the year off fresh with a "polar bear plunge" in the frosty ocean



Follow the code to learn more about **SLO CAL** events for any season.



Enjoy the comforts of home while you travel.

Take the Amtrak® Pacific Surfliner® to 29 stations between San Diego to San Luis Obispo along the Southern California coast. There is a power outlet for every seat, free Wi-Fi and a Café Car on board that serves food and drinks including wine, beer, and cocktails.

Book your trip now at PacificSurfliner.com/SanLuisObispo.



Fares, routes, schedules, and services are subject to change without notice. Amtrak and Pacific Surfliner are registered service marks of the National Railroad Passenger Corporation and used with permission.