



# Trade & Media Kit





# Table of Contents

*Click on a header to jump to that section...*

<b>WELCOME</b>	<b>3</b>	<b>SUSTAINABLE PRACTICES</b>	<b>16</b>
		Sustainability in Practice	17
		Demeter Certified	17
		Organic Farming	17
<b>HISTORY</b>	<b>6</b>		
<b>SLO COAST AVA</b>	<b>9</b>	<b>ANNUAL EVENTS</b>	<b>18</b>
Sub AVAs	10	SLO Coast Wine Classic	19
Geography	12	Roll Out the Barrels	19
Climate	13	Harvest on the Coast	19
Growing Season	14		
Varieties	15	<b>RECENT VINTAGES</b>	<b>20</b>

# Welcome to the San Luis Obispo Coast

*Shaped by Fog, Wind, Earth and Sea*



# The SLO Way of Life

SLO CAL is a beautiful destination for long scenic drives and visiting historic landmarks along the Highway 1 Discovery Route, including Instagram-worthy lighthouses and piers.

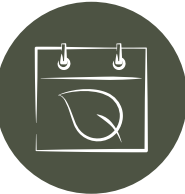
You can't go wrong eating your way through SLO CAL—from the famous Pink Champagne Cake served at the iconic Madonna Inn to freshly shucked oysters harvested from Morro Bay, there's a delicious treat waiting for you at every turn throughout the region. Not only can you surf some of the best waves in California, the region also offers a variety of other outdoor experiences. Explore the single-track bike trails meandering along beautiful hillsides, kayak across the bay with sea otters as your guides, or hike through our wine country taking in the gorgeous sunsets.

With a year-round growing season, SLO CAL shines when it comes to agriculture and the culinary treasures it affords. In addition to farm tours, visitors can find a farmers market overflowing with local, seasonal produce, even in winter months.

**DISCOVER WHERE THE COAST MEETS THE VINES.  
THE SAN LUIS OBISPO COAST PRODUCES COOL  
CLIMATE WINES INFLUENCED BY SOIL, SHAPED  
BY WIND, COOLED BY FOG, KISSED BY THE SUN.**



With just a few miles between them, the elements of the Pacific Coast greatly shape the wines of California’s coolest wine growing region. Our wine region is one founded by families, visionaries, and craftsmen; the grandchildren of whom you’re likely to encounter in the tasting room or on a cellar tour, fulfilling their destinies as the winemaking and vineyard teams of today.



**BENEFITS FROM ONE OF  
THE WORLD’S LONGEST  
GROWING SEASONS**



**MARINE CONDITIONS KEEP  
THINGS COOL, COMPLEX,  
AND BALANCED**



**VARIED MARINE TOPOGRAPHY  
OF FOSSILIZED SHELLS, SHALE,  
AND SAND**



**31 GRAPE VARIETIES LED  
BY CHARDONNAY AND  
PINOT NOIR**

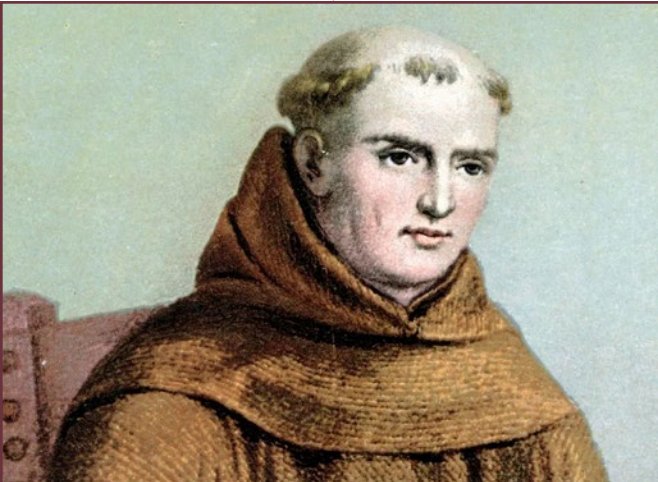


**4,000 TOTAL VINEYARD  
ACRES PLANTED**



**WINES WITH A UNIQUE  
EXUBERANCE AND  
ENERGETIC ACIDITY**

# History



## 1770s

Grape growing and winemaking activities in the San Luis Obispo Coast AVA date back to the late 18th century when Mission San Luis Obispo de Tolosa was founded by Father Junipero Serra on September 1, 1772 in what is now the City of San Luis Obispo. The Mission grape was planted soon after and the Mission San Luis Obispo became the second largest producer of wine in Alta California.



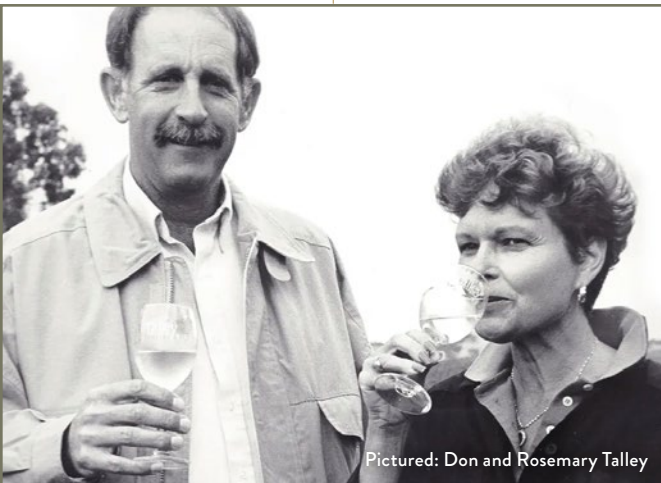
## 1880s

A century after the founding of the mission, vineyard plantings and wine production were steadily increasing in the area. The San Luis Obispo County Assessor's returns indicate that 800 gallons of wine were produced in 1870. By 1873, taxes were being paid on some 60,000 grape vines planted in the area!



## 1970s

The modern wine industry in the San Luis Obispo Coast AVA emerged in the 1970s. In 1973, Jack and Catherine Niven planted the 500 acre Paragon Vineyard in the Edna Valley. That same year, Norm Goss planted 60 acres for his Chamisal Vineyard. In 1974, Bill Greenough of Saucelito Canyon Vineyard and Winery discovered vines that had been planted a century earlier in the upper Arroyo Grande Valley.



Pictured: Don and Rosemary Talley

## 1980s

New plantings of Chardonnay and Pinot Noir along with the development of the area's pioneer wineries—Edna Valley Vineyard, Claiborne & Churchill Winery, Maison Deutz (now Laetitia), Saucelito Canyon Vineyard and Winery, and Talley Vineyards—helped the area gain notoriety as a world-class wine-growing region for Burgundian varieties. Edna Valley was officially established as an AVA in 1982.



Pictured: Mike Sinor and Clay Thompson

## 1990–2017

Vineyards continued to expand into the greater coastal region of San Luis Obispo County—ranging from Nipomo in the south to San Simeon in the north—with wines growing in production and recognition throughout the United States. The Arroyo Grande AVA was established in 1990. The continued growth in the region culminated in the submission of an application for a new AVA in July 2017 that would more accurately reflect the distinguishable features of the entire region.



## 2022

On March 9, the TTB approved the application and the “San Luis Obispo Coast” or “SLO Coast” AVA was established, formally defining a long, narrow strip of land along California's pristine Central Coast as a unique grape-growing region that produces wine with character that is particular to the area.

# San Luis Obispo Coast AVA





# Sub AVAs

THE SAN LUIS OBISPO COAST VITICULTURAL AREA ENCOMPASSES APPROXIMATELY 408,585 ACRES, OF WHICH APPROXIMATELY 3,942 ACRES ARE CURRENTLY PLANTED TO VINEYARDS.

Within the San Luis Obispo Coast AVA, approximately 2,661 acres are planted to vineyards in the Edna Valley AVA and 838 acres are planted to vineyards in the Arroyo Grande Valley AVA. The remaining 398 vineyard acres are distributed among dozens of vineyards throughout the San Luis Obispo Coast viticultural area. There are approximately 78 different vineyards planted in the area, with a median size of 6.75 acres.

## Edna Valley



The Edna Valley lies between the city of San Luis Obispo and the town of Arroyo Grande, between the Santa Lucia Mountains and the Pacific Ocean. It was established as an AVA in 1982 and falls within the boundaries of the San Luis Obispo Coast AVA. It is a cool-climate region, impacted by morning fog and cool air blowing in from the ocean, mostly from the Morro Bay/Los Osos area, but also from gaps in the hills between Edna Valley and Pismo Beach. Best known for its Pinot Noir, Chardonnay, and cool climate Syrah, Edna Valley has had success with more unique varieties like Teroldego, Lagrein and aromatic white varieties such as Riesling.

## Arroyo Grande Valley



The Arroyo Grande Valley was established as an AVA in 1990 and falls within the boundaries of the SLO Coast AVA. It stretches 16 miles with an east/northeast orientation that feeds fog and cool air directly from the Pacific Ocean. Overall, it is generally cooler than the Edna Valley. A fog line separates the Arroyo Grande Valley with the cooler fog-lined part of the valley being known for growing Pinot Noir and Chardonnay, and Iberian varieties like Albarino. Upper elevations near Lopez Lake where it is warmer and is conducive to growing varieties like Zinfandel and Petite Sirah.

## North Coast (Cambria)



Although not an official sub-AVA, the defining element of this area is its proximity to the ocean. The cool temperatures result in very long growing seasons, bringing more complexity and texture to the wine, while allowing the grapes to retain inherent acidity. The wines are bright and accompany food well. While Pinot Noir, Chardonnay, Riesling and Gewurztraminer thrive here, there has recently been an expansion into uncharted planting territory: wines native to France's Jura and Savoy regions that are showing promise.

AVG. DISTANCE  
FROM THE COAST

*5.2 mi*

AVERAGE  
ELEVATION

*378'*

SOIL TYPE

*Rare &  
Complex*

# Geography

Approximately 17 million years ago, the San Luis Obispo Coast was forged by the collision of the Pacific and Continental plates. This sheer force of the Earth caused the commingling of our region's unique seabed soil of marine shale, sand, and fossilized shells with the volcanic soil of the area's distinctive morros, together forming a rare soil complexity that often varies from acre to acre. Geographically speaking, our soils are young, diverse, and complex. They are lean and shallow, well-draining with hard bedrock below, putting vines through just the right amount of stress to produce amazingly complex fruit with intense color and flavor.

The western boundary of the AVA is the Pacific Ocean, and to the east, the Santa Lucia Range, part of the Southern California Coastal Range. The AVA follows the western slopes of the Santa Lucia Range. The northern boundary is just south of the Monterey County line, at Ragged Point where the AVA is the narrowest at 1.7 miles across. The Santa Lucia Range gradually separates from the coast with the AVA reaching 15.1 miles across at its widest point and ends just north of the Santa Barbara County line.

## TOPOGRAPHY

SLO Coast AVA is defined by the TTB as a region of coastal terraces, foothills, and small valleys along the Pacific Coast that is oriented to the west, allowing the region to experience marine fog and cool marine air.

## SOIL

Soil on the San Luis Obispo Coast is complex but can be categorized into four groups: Franciscan Formation geology, marine deposits from the Miocene and Pliocene periods, volcanic intrusion, and wind deposits.

The soil groups best suited for viticulture are the Franciscan Formation geology (predominantly in the northern region of the AVA) and marine deposits from the Miocene and Pliocene periods (located in the southern region of the AVA). Soils of these groups on foothills, terraces, and valleys are excellent for viticulture. The majority of soils in the region are derived from sandstone, shale, and metamorphosed sedimentary rocks, clay, clay loam, sandy clay loam, sandy loam and loams derived from marine deposits of sandstone and shale.

*Coolest*

GROWING REGION  
IN CALIFORNIA

*Direct  
Ocean*

INFLUENCE

AVERAGE  
ANNUAL RAINFALL

*20"*

# Climate

Billowing morning fog gives way to warm afternoon sunlight. Come evening, a salty breeze rustles through the vines. Our vines count on this reliable cooling and warming cycle to maintain our long growing season—one of the longest in the world. The result is a harmonious ripening of sugar, acids, and tannins. The majority of the SLO Coast is classified as “Region 1,” indicating we are one of the coolest wine-growing areas in the world, and the coolest within California. Our pronounced marine conditions and moderate temperatures allow the fruit to achieve rich, full flavors while maintaining their natural acidity, structure, and balance.

The San Luis Obispo Coast AVA is located entirely within San Luis Obispo County, California and encompasses the portion of the county with the closest proximity to, and that is most directly influenced by the Pacific Ocean. The proximity to the Pacific Ocean and resulting marine influence of the San Luis Obispo Coast region create a distinctly long and cool growing season that

significantly impacts the vineyard growth cycle, ripening pattern, quality, and overall character of the grape varieties grown in the region. The California Coastal Range, and specifically the Santa Lucia mountain range, separates the SLO Coast AVA from neighboring Paso Robles AVA, serving as a line of demarcation between the two regions as much as it is a physical boundary, keeping cool weather on the mountains’ western side and maintaining elevated temperatures on their eastern slopes.

## RAINFALL

As is the situation throughout California, recent precipitation levels have been precipitously low! The recent average on the Central Coast has been around 20 inches per year, almost a 30% drop over the past 20 years.

## *Maritime* CLIMATE

MEAN MINIMUM  
TEMPERATURE

*48–52° F*

MEAN MAXIMUM  
TEMPERATURE

*70–78° F*

# Growing Season

The maritime climate prevents peak temperature extremes common in other parts of San Luis Obispo County and limits diurnal temperature shifts during the growing season. The growing season generally takes place between April 1<sup>st</sup> and October 1<sup>st</sup>. In recent years, harvesting of the grapes begins in mid-August and will continue through mid-October.

MINIMUM TEMPERATURE IN THE REGION DURING THE GROWING SEASON IS GENERALLY BETWEEN 48–52° F WITH A MEAN MAXIMUM TEMPERATURE OF BETWEEN 70–78° F.

The impact of these lower daytime temperatures, coupled with an earlier bud break, lead to the growing season of coastal AVAs being significantly longer than warmer inland regions, often by many weeks. In addition, grape varieties and the resulting wines produced vary greatly from those grown in warmer inland regions.

# Varieties

More than 30 grape varieties flourish on the SLO Coast, a nod to the diversity of our soil, climate, and local winemaking culture.

Particularly well-recognized for Burgundian varieties and cool-climate favorites Pinot Noir and Chardonnay, the SLO Coast also makes an excellent home to aromatic white varieties such as Pinot Gris, Riesling, and Gewürztraminer.

Rhône varieties, such as Syrah and Viognier, are also among our favorites found on the SLO Coast. And in our warmer, mountainous areas, Zinfandel, Cabernet Sauvignon, and Merlot have been growing strong for decades.

The diverse fruit of the SLO Coast is united by an energetic acidity and vibrancy only achieved via our unique set of growing conditions.



## Red Varieties

**PINOT NOIR (34.4%)**

SYRAH (8.48%)

GRENACHE (1.83%)

ZINFANDEL (1.76%)

CABERNET SAUVIGNON (.67%)

OTHER REDS (1.55%)

*Mourvedre    Graciano*

*Petite Sirah    Lagrein*

*Tempranillo    Malbec*

*Merlot    Petite Verdot*

*Cabernet Franc    Pinot Meunier*

*Counoise    Teroldego*



## White Varieties

**CHARDONNAY (43%)**

SAUVIGNON BLANC (2.5%)

ALBARIÑO (1.66%)

PINOT GRIGIO/GRIS (1.59%)

VIOGNIER (1.12%)

OTHER WHITES (1.52%)

*Gruner Veltliner    Gewürztraminer*

*Riesling    Marsanne*

*Pinot Blanc    Verdelho*

*Grenache Blanc    Muscat*

*Roussanne*

# Sustainable Practices

Our collective practices reflect a progressive yet respectful approach to the land, the people, and the environment. The agrarian and farming culture on the Central Coast instills a long-term respect for the earth that encourages many of our vineyards to farm organically and with biodynamic practices.

The majority of vineyard acreage in the SLO Coast is Sustainability in Practice (SIP) Certified, a holistic and forward-thinking perspective on sustainability. SIP focuses on great wine, healthy vineyards, the well-being of our teams, and the health of our overarching community.



SIP Certified is a rigorous points-based sustainable vineyard, winery, and wine certification with strict standards based on science and expert input. The rules require a measurable, holistic set of practices addressing habitat, water, energy, soil, recycling, air quality, packaging, pest management, social equity, and business management.



The Demeter Biodynamic® Farm Standard reflects the Biodynamic principle of the farm as a living organism: self-contained, self-sustaining, following the cycles of nature. The tenets include fostering necessary elements of the farm organism, soil fertility management, crop protection, greenhouse management, animal welfare, and the use of the biodynamic preparations at specific times during the growing cycle. Biological diversity within the farm landscape is emphasized, and all pesticides and synthetic fertilizers are banned.



Organic farming is an agricultural system that uses fertilizers of organic origin such as compost manure, green manure, and bone meal and places emphasis on techniques such as crop rotation and companion planting.

# Annual Events

## Spring



We invite you to join the winemakers of the SLO Coast AVA to celebrate a day filled with wine seminars, fantastic food, opportunities to mingle with winemakers, all leading to our premier auction.

This gorgeous welcome-to-springtime event will feature wine tasting seminars, a sparkling wine reception featuring bubbles from throughout the AVA, and a catered winemaker lunch, all leading up to our premier wine and lifestyle auction.

## Summer



Join SLO Coast Wineries for our annual Roll Out The Barrels weekend in June where member wineries put together exclusive experiences for you to enjoy such as live music, vertical tastings, barrel and library samples, artisan food pairings, sunset tastings and more!

All booking is handled by individual wineries, so make sure you explore the list of events on our website and plan your own itinerary.

## Fall



Celebrate the year's harvest with us at "Harvest on The Coast," our region's signature fall event.

Enjoy the epic ocean-view Grand Tasting featuring a VIP "Rare and Reserve" wine experience. Experience a beachside extravaganza of food and wine, at Avila Beach Resort featuring wine tasting, artisan bites, and live music. Extend your stay with additional wine tastings and events all weekend long.

# Recent Vintages





Every harvest on the San Luis Obispo Coast brings its own challenges and rewards. In our uniquely coastal climate, we strive not for consistency from vintage to vintage; rather to consistently make outstanding wines with what each harvest has to offer.

FOR VINTAGE-SPECIFIC DETAILS, PLEASE CLICK  
ON A BUTTON BELOW.

**2021**  
HARVEST REPORT  
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**2020**  
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