

SANTA BARBARA

THE AMERICAN RIVIERA®

CONFERENCE + VISITORS BUREAU + FILM COMMISSION

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WORLD OF PINOT NOIR MOVES TO SANTA BARBARA ***Ticket Packages On-Sale July 1st, 2013***

Santa Barbara, CA (Month XX, 2013) — Ten years ago, a movie created a shot heard round the world with Pinot Noir. Based in Santa Barbara wine country, Sideways elevated Pinot Noir to a pedestal, significantly increased sales globally and invited oenophiles and newbies alike to partake of this thin-skinned grape. For many, Pinot Noir has been the "it" wine way before Miles, and the annual World of Pinot Noir has been celebrating this enchanting varietal since the dawn of the new millennium. This year, WOPN ("whoppin" as it is affectionately known) continues the celebration at the world-class Bacara Resort & Spa in Santa Barbara.

"It's hard to believe it has been a decade since Sideways came out", muses Norm Yost of Flying Goat Cellars and this year's World of Pinot Noir President. "I remember the film crews being here and hanging out with us, but I don't think anyone thought the movie would have such an impact on both Pinot Noir and Santa Barbara County. Having the event at Bacara Resort and recognizing the effect of the movie is exciting! We look forward to welcoming those who join us each year, as well as newcomers to our 14th celebration of Pinot Noir."

World of Pinot Noir Ticket packages will go on-sale Monday, July 1st, 2013 at www.wopn.com. Individual event tickets will be made available in early Fall.

The fourteenth annual World of Pinot Noir, taking place February 28th and March 1st, 2014 will feature educational, culinary and tasting events. Friday will feature a pair of seminars, a tasting from producers small and large and wine regions near and far, and a pair of winemaker dinners created by Executive Chef David Reardon. Saturday's schedule includes the popular Burgundy seminar/tasting, the World of Pinot Grand Tasting of over 100 wineries, the Gala Dinner and a featured winery dinner in the Miro Restaurant Wine Cellar.

Visitors are encouraged to extend their "wine-cation", visiting the wine regions of the beautiful Central Coast. Additional tours, seminars and packages (even Merlot tastings!) are being offered by local associations.

The World of Pinot Noir event brings Pinot Noir producers from the most exceptional and unique regions in the world together with Pinot Noir enthusiasts for a weekend of celebration and education at the edge of California's beautiful Central Coast. More than 2,000 guests attend the weekend events that feature Pinot Noir from 180 wineries ranging from California, Oregon, Burgundy, New Zealand, Australia, Chile, Austria, Switzerland, and New York.

Bacara Resort & Spa, nestled on the bluff and beaches of the Santa Barbara coast between the Pacific Ocean and Santa Ynez Mountains, is located at the base of one of California's most exciting wine regions, just 40 miles south of Santa Rita Hills, Happy Canyon, Solvang and Los Olivos. Recognized as one of the finest hotels in the world, Bacara's signature terra-cotta tile roofs, covered archways and wooden trellises lend the understated, relaxed appeal of a true California wine resort destination.

ABOUT SANTA BARBARA

Voted Best Getaway by L.A. Times Readers' Choice Awards in 2012, Santa Barbara is located just 92 miles north of Los Angeles and 332 miles south of San Francisco, on the Pacific coastline. Visitors can arrive via scenic Highway 101, Amtrak train or Greyhound bus or by flying into Santa Barbara Municipal Airport or Los Angeles International Airport. For travel and accommodation information and to request a free copy of the official *Santa Barbara County Visitors Magazine*, contact the Santa Barbara Conference & Visitors Bureau and Film Commission at 800.676.1266, 805.966.9222, tourism@santabarbaraca.com or SantaBarbaraCA.com. Visitor information is also available at the Visitor Center, 1 Garden Street (at Cabrillo Boulevard).

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