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**Tickets Are Selling Fast at Sunset SAVOR the Central Coast:
Popular Celebrity Chef and Vintner Seminars, Adventure Tours
and Sunset at Hearst Castle Tickets Available**

(San Luis Obispo County, CA) – Organizers for [Sunset SAVOR the Central Coast](#), winner of the **2014 Fame Award for Best Epicurean Event**, announced today that tickets are selling fast for the popular wine and food seminars and adventure tours taking place Sept. 25-28. Limited tickets for the opening night Sunset at Hearst Castle on Thursday, Sept. 25 are still available but selling fast.

“We’re reminding SAVOR fans that the seminars, adventure tours and opening night at Hearst Castle are extremely popular, and tend to sell out weeks before the event,” said Stacie Jacob, CEO of [Visit San Luis Obispo County](#), which organizes the event with Sunset magazine, the premier guide to the Western lifestyle. “The special events are one of the most exciting aspects of SAVOR and what truly sets this event apart from anything else out there. Plus, it’s a great chance to get up close and personal with the celebrity chefs, winemakers and Sunset editors. Year after year we see these tickets sell out and strongly recommend you get your tickets now so you can get the programs you want most.”

Located midway between San Francisco and Los Angeles, [Sunset SAVOR the Central Coast](#) offers four-days of culinary immersion. By highlighting the destination’s unique Central Coast locations and active outdoor, farm-to-table lifestyle, Sunset SAVOR the Central Coast has become **the premier wine and food event in the West**. In addition to unique evening events – such as [Sunset at Hearst Castle](#) – guests enjoy taking part in culinary and outdoor [adventure tours](#) Sept. 25-26. The tours (just \$85), which are led by Sunset experts, range from creating botanical spa products and cooking farm to table cuisine to roaming with Clydesdales, winemaking in Paso Robles and a foodie adventure through Arroyo Grande. One of the highlights of the [Main Event at Santa Margarita Ranch](#) Sept. 27-28 are the special ticketed programs (just \$25) such as celebrity chef and wine maker seminars at [Chef Central](#) and [Winemaker Central](#) and the much-anticipated **American Lamb Board’s national grand finale contest, Lamb Jam**.

“[Sunset SAVOR the Central Coast](#) is one of the most accessible, regionally authentic wine and food events around,” said Peggy Northrop, Sunset Editor-in-Chief. “The seminars and adventure tours are a great way to discover special destinations alongside wine and food celebrities in a relaxed, intimate atmosphere. They’re also a wonderful way to connect with the artisans behind the region’s fantastic wine and food, and the land where they’re grown.”

Highlights for [chef](#) and [winemaker](#) seminars include:

Chef Central:

[Italian Flavors with Chef Fabio Viviani](#) (Sept. 27-28): Perhaps best known as the “Fan Favorite” of Bravo’s hit reality series *Top Chef*, **Chef and Restaurateur Fabio Viviani** will bring his signature Italian flavor to SAVOR, from inspiring seminars to signing his New York Times bestseller *Fabio’s Italian Kitchen*. On Saturday, he’ll show guests how to make their own Duck Sausage--Fabio-style, while on Sunday he’ll share his secret on creating perfect gnocchi with ease.

[Tanya Holland](#) (Sept. 27-28): **San Francisco Bay Area Celebrity Chef Tanya Holland** brings a little soul to SAVOR with her inventive take on modern soul food. Regularly featured on *The Today show* and *The Talk*, the former Food Network host will be signing her new book – *BROWN SUGAR KITCHEN New-Style, Down-Home Recipes from Sweet West Oakland*. The book is named after Holland's iconic Oakland restaurant, and she'll be showing guests how to make two signature dishes from "BSK". On Saturday she'll show guests how to make Jerk Baby Back Ribs, switching it up to Buttermilk Fried Chicken and Waffles on Sunday.

[Lamb Jam Masters Finale](#) (Sept. 28): SAVOR is jammin’ with the winners of the 2014 American Lamb Jam National Tour for the battle to determine this year’s Lamb Jam Master. Winning chefs from Boston, Seattle, San Francisco, and Washington D.C. prepare their finalist dishes for guests to vote and enjoy, with commentary by [Sunset Food Editor Margo True](#).

Winemaker Central Seminar Highlights

[International Sparkling Display](#) (Sept. 27): Discover the world of sparkling wine in this exciting seminar featuring samples of bubbles from across the world.

[Grow Wild with Paso Robles Wines](#) (Sept. 28): The stars of Paso Robles align at this seminar showcasing six wines from six top producers of Paso Robles Wine Country, recently named [2013 Wine Region of the Year](#) by Wine Enthusiast.

[How Well do you Know Your Wines? Test Your Blind Tasting Skills](#) (Sept. 28): Test your ability to distinguish a Cabernet Sauvignon from a Pinot Noir in this blind tasting.

Adventure Tour Highlights:

Slots remain on the following [adventure tours](#):

[Create Botanical Spa Products with Sycamore Mineral Springs in Avila Beach](#) (Sept. 25): Guests get an exclusive tour of the resort’s on-site organic garden—normally closed to the public—followed by tips on making one-of-a-kind luxurious spa products and a multi-course "garden to fork" lunch, prepared by Chef Gregg Wangard.

[Blend Wild Wine near Ancient Peaks at Historic Santa Margarita Vineyard](#) (Sept. 25): Master winemakers guide guests through creating their own blend, including bottling and labeling, followed by a gourmet lunch.

[Roam with the Clydesdales at Covell Ranch in Cambria](#) (Sept. 26): See beautiful stands of native pine trees from a spectacular vantage point: a hay wagon pulled by Clydesdale horses, followed by a deluxe picnic lunch paired with local Central Coast wines.

[Explore the Farm and Foodie Secrets of Arroyo Grande](#) (Sept. 26): This food-lovers walking tour of historic Arroyo Grande includes samples from some of the tastiest offerings produced along the Central Coast, followed by lunch in the village.

[Preservation Meets Innovative Traditions at Halter Ranch](#) (Sept. 26): Wine lovers will swoon over this fascinating walking tour at the height of the grape harvest. Learn how this historic ranch follows certified sustainable farming practices and innovative techniques, and then do a comprehensive tasting of Halter Ranch wines followed by a harvest lunch with the winemakers.

[Celebrate Autumn’s Harvest at Windrose Farm in Paso Robles](#) (Sept. 26): Guests will tour the farm at the peak of harvest season and sample an array of the farm’s signature heirloom tomatoes. Enjoy one-of-a-kind homegrown Bloody Mary’s made with local RE:FIND distillery spirits and end the tour with a farm-to-fork picnic lunch by Avila’s Ocean Grill.

[Become a Balsamic Vinegar Guru in Atascadero](#) (Sept. 26): Guests will travel to an organic garden and enjoy the finest artisan vinegars the region has to offer, followed by a trip to the elegantly renovated historic Atascadero City Hall Building for a tasting of fresh-from-the-garden vinegar flavors. The tour ends with an artisanal lunch, with each course showcasing flavorful Chaparral Gardens vinegar.

Find out the **latest ticket and hotel package offerings** – including [Sunset SAVOR the Central Coast VIP Getaway Packages](#) hosted by Martin Resorts — at www.savorcentralcoast.com. Check us out on our Facebook page, <https://www.facebook.com/SavorCC>, or on Twitter, <https://twitter.com/SavorCC>.

Many thanks to our **national and local sponsors** who have helped make [Sunset SAVOR the Central Coast](#) an ever-growing success. National Sponsors: Buick, Torani and KitchenAid. Local Sponsors: American Lamb Board, Boutique Hotel Collection, GSO, Friends of Hearst Castle, KCOY, Martin Resorts, Morro Bay Tourism Bureau, Travel Paso Robles Alliance, City of Pismo Beach, City of San Luis Obispo, San Luis Sourdough, Santa Margarita Ranch, The Tribune, Vina Robles and Wine Coast Country.

About Visit San Luis Obispo County

Visit San Luis Obispo County promotes San Luis Obispo County through advertising, marketing, public relations and group sales. Its membership base is comprised of over 500 tourism industry-related businesses including lodging properties, restaurants, wineries, golf courses and retail stores. Sunset SAVOR the Central Coast is produced and managed by the Bureau. For more information on Visit San Luis Obispo County, please visit www.VisitSanLuisObispoCounty.com.

About Sunset

Sunset (www.sunset.com) is the leading lifestyle brand in the West. Through magazines and books, events and experiences, and digital and social media, Sunset covers the West's best flavors, destinations, design trends, and innovations. Sunset engages and inspires an audience of over five million educated, active and affluent consumers every month through its five regional print editions—Pacific Northwest, Northern California, Southern California, Southwest and Mountain—as well as via all tablet devices and its website. In addition to its print and digital publication, Sunset showcases the region's unique lifestyle and noteworthy destinations through its flagship events, established home programs, licensing partners, books and International Wine Competition. Sunset is produced by Time Inc., one of the largest media companies in the world.

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