



FOR IMMEDIATE RELEASE:

May 1, 2014

Black Ink PR Media Contacts:

Jeanne Sullivan Jeanne@blackinkpr.com/ Margot Black, margot@blackinkpr.com

**Sunset SAVOR the Central Coast Tickets Go on Sale Today
with Exclusive \$100 Weekend Pass Price through May Only:
Surprises for 2014 Include New VIP Packages, Celebrity Chefs and New Events**

(San Luis Obispo County, CA) – Fresh from winning the **2014 Fame Award for Best Epicurean Event**, [Sunset SAVOR the Central Coast](#) organizers today announced plans to dish up plenty of delicious surprises this Sept. 25-28. From [new VIP packages](#) and [two marquis celebrity chefs](#) to [new main and evening events](#), wine and food lovers have many reasons to visit for the first time or return for another taste. [Buy your tickets in May](#) and **savor huge savings on a Main Event Weekend Pass for just \$100** (normally \$150).

[Sunset SAVOR the Central Coast](#) is a unique partnership between Sunset, the West’s leading lifestyle brand, and Visit San Luis Obispo County, the destination marketing organization for San Luis Obispo County, located midway between San Francisco and Los Angeles. The four-day lifestyle event takes place at the renowned Santa Margarita Ranch and throughout the region highlighting the destination’s unique Central Coast locations and active outdoor, farm-to-table lifestyle, making it the premier **wine and food event in the West**.

“With [Sunset SAVOR the Central Coast](#) and the destination winning major accolades, we think the event will be more popular than ever this year,” said Stacie Jacob, CEO of [Visit San Luis Obispo County](#). “Unlike most culinary events these days, which can take place anywhere, SAVOR was inspired by the place it calls home – one of the most abundant agricultural regions in the U.S. With an unspoiled ‘old California’ lifestyle, a visit to the region inspires visitors to unplug and enjoy the moment. At SAVOR, people love that they get sophisticated seminars in a more relaxed atmosphere with a great chance of meeting celebrity and local chefs, acclaimed wine makers and Sunset editors. Our evening events and adventure tours give visitors an opportunity to explore the destination, from Hearst Castle and charming coastal towns to wine country.”

What’s New This Year

VIP Packages

With San Luis Obispo County recently winning **national accolades** such as [Wine Region of the Year](#) (Paso Robles - *Wine Enthusiast* 2013) and Lonely Planet’s [Top 10 US Travel Destinations](#) (Central Coast), **Martin Resorts is launching [Sunset SAVOR the Central Coast VIP Getaway Packages](#)** to insure guests don’t miss out on the best Sunset SAVOR the Central Coast has to offer before iconic events like Sunset at Hearst Castle or adventure tours sell out. Starting at \$1,995 for two, the **packages include four nights’ accommodations and many exclusive VIP extras, such as two tickets to:**

- Sunset at Hearst Castle opening night (Sept. 25) with VIP early entry and Buick shuttle;

- An [Adventure Tour](#) in the destination;
- [Main Event weekend passes](#) with VIP entrance;
- Exclusive access to Main Event VIP Garden Lounge with special wine and food;
- VIP access to the Main Event ribbon-cutting ceremony and continental breakfast with Sunset editors; and
- VIP access and seating to a Main event [Winemaker Central](#) seminar and [Chef Central](#) seminar.

For those only coming for the weekend, the [Sunset SAVOR Select Main Event Weekend Package](#) (Sept. 27-28) includes two Main Event weekend passes with the same Main Event VIP features offered in the getaway packages. This package costs \$450 for two, featuring exclusive extras.

New Celebrity Chefs

Perhaps best known for his appearance on season 5 of Bravo’s hit reality series “Top Chef,” **LA Chef and Restaurateur [Fabio Viviani](#)** will bring a little Italian flavor to SAVOR, from inspiring seminars to signing his New York Times bestseller *Fabio’s Italian Kitchen*. **San Francisco Bay Area Celebrity Chef [Tanya Holland](#)** brings a little soul to SAVOR with her inventive take on modern soul food, as well as comfort classics as seen on her “*Soul Food*” show on Food Network. She will also sign her new book – *Brown Sugar Kitchen New-Style, Down-Home Recipes from Sweet West Oakland*.

“For passionate food lovers who travel the national culinary event circuit, or people who simply want to experience the best of the California Central Coast lifestyle, [Sunset SAVOR the Central Coast](#) offers four days of unforgettable culinary experiences, where you can taste fantastic wine and food and connect to the artisans behind them and the land where they’re grown,” said Peggy Northrop, Sunset Editor-in-Chief. “You can also relax and savor exclusive, but uniquely accessible experiences like Sunset editor-led events, a rare evening at Hearst Castle, vineyard concerts and much more.”

New Evening Events

Visitors can enjoy new weekend evening events, **Sunset at Pismo Beach Winemaker Dinners** and a **new headliner concert Sunset in the Vineyard at Vina Robles** – both of which will be announced in more detail in June.

Favorites Return

Always a sell-out, the magical opening evening [Sunset at Hearst Castle](#) returns, where guests can take-in the Pacific with a wine paring from the [2014 Sunset International Wine Competition](#) and enjoy farm-to-table delights from Chef Meagan Loring. A portion of ticket proceeds will benefit Friends of Hearst Castle’s efforts to restore the magnificent 16th-century Spanish Madéjar coffered ceiling in Hearst Castle’s Morning Room.

The [Main Event at Santa Margarita Ranch](#) will take place Sept. 27-28 and will feature [Chef Central](#) and [Winemaker Central ticketed seminars](#) (\$25 each) as well as general admission access to tent tastings featuring leading winemakers, farmers, artisan food purveyors and the sounds of local bands in the Estrada Gardens. The much-anticipated **American Lamb Board’s national grand finale contest**, Lamb Jam, is back this year. Tickets to the main event, which include all tastings, farm-to-table and travel and adventure stage demonstrations, cost \$100 in May for a weekend pass, and later go up to \$150. Day passes will sell for \$85. Purchase tickets or get more information at www.savorcentralcoast.com.

[Adventure Tours](#) – some led by Sunset experts -- are back Sept. 25-26, ranging from creating botanical spa products and abalone farming to roaming with Clydesdales, winemaking in Paso Robles and a behind-the-scenes tour of Hearst Castle.

Find out the **latest ticket and hotel offerings** 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.

###