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The Santa Barbara County Vintners' Association is a non-profit organization (501c6) founded in 1983 to support and promote Santa Barbara County as a premium wine producing and wine grape growing region. The Vintners' Association produces festivals, seminars, and wine tastings as well as providing information to consumers and the wine and travel media.

Through the Santa Barbara Vintners' Foundation, the Association contributes to the community through local charitable, art and educational and scholarship organizations with proceeds from its various events, such as Santa Barbara Wine Auction, held every other year and benefitting Direct Relief International, and silent auctions at all the Association's festivals.

## **Important Facts**

- Over 100 wineries and more than 20 vineyards are members of the Association.
- Members come from all parts of Santa Barbara County including each of the county's four AVAs: Santa Ynez Valley, Santa Maria Valley, Sta. Rita Hills and Happy Canyon of Santa Barbara.
- Over 17,000 acres of vineyards in Santa Barbara County with more than 50 different grape varieties planted.
- Striking geological landscape of east-west mountain ranges (transverse) versus the usual north-south orientation of mountain ranges creates a dramatic effect on the climate with many microclimates within Santa Barbara County, conducive to the successful raising of a range of varieties.
- Santa Barbara County Wine Grapes are ranked (2010) as the #3 value crop of the county at \$97,374,658.
- Top varieties include Chardonnay (6,000+ acres), Pinot Noir (4,000+ acres) and Syrah (1,300+ acres).<sup>1</sup>
- Association hosts two annual wine festivals: Vintner's Festival in April and Celebration of Harvest in October.
- Santa Barbara Vintner's Foundation has helped local charities provide in excess of \$40 million in aid to people around the world. The 2012 Direct Relief International Wine Auction raised in excess of \$500,000.

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<sup>1</sup> California Grape Acreage Report 2010 Crop,  
[http://www.nass.usda.gov/Statistics\\_by\\_State/California/Publications/Grape\\_Acreage/201004gabt00.pdf](http://www.nass.usda.gov/Statistics_by_State/California/Publications/Grape_Acreage/201004gabt00.pdf)