



SANTA BARBARA COUNTY VINTNERS' ASSOCIATION  
PO BOX 1558, SANTA YNEZ CA 93460-1558

PH: (805) 688-0881  
FAX: (805) 686-5881

**PRESS RELEASE**

For Immediate Release  
January 17, 2012

Contact: Jim Fiolek  
[Jim@sbcountywines.com](mailto:Jim@sbcountywines.com)

**VINTNERS WILL CELEBRATE THE ARRIVAL OF THE 2012 VINTAGE**

***“Showcasing the Region’s Diversity... Annual Festival to be held in Santa Ynez Valley”***

SANTA YNEZ, CA – The 100+ members of the Santa Barbara County Vintners’ Association will herald the arrival of spring and the beginning of the new vintage at their 30<sup>th</sup> annual Vintners’ Festival on April 21, 2012. The Festival will return to the Santa Ynez Valley on the pastoral grounds of “The Carranza”. “As the festival has grown over the past 30 years, we look for venues that not only will accommodate all of our vintners and guests, but that also showcase the stunning countryside that makes Santa Barbara County one of the most beautiful locations on earth”, states Jim Fiolek, Executive Director of the Association. “We’re excited about holding the Festival at “The Carranza”, a meadow tucked into a valley created by Zaca Creek as it leaves Foxen Canyon. We strive to move our venue to different areas every few years to allow our guests to see firsthand the many microclimates that support growing a diverse assortment of grape varieties.” The Carranza is located on Zaca Station Road between The Firestone Vineyards and Highway 154, northwest of Los Olivos, California.

A longtime tradition, the 30<sup>th</sup> annual Santa Barbara County Vintners’ Festival heralds the arrival of the new vintage. All winery members of the Association will be pouring samples of their wines at the festival, which will be complemented by a delectable array of culinary delights from area chefs, specialty food purveyors and caterers. Two live bands, wine related exhibitions and a silent auction to benefit local charities will round out the day. “Great wines, superb food and friendly people – doesn’t get any better than that!” states Fiolek. “What better way to start off the spring season and the new vintage. Join us!”

The 30<sup>th</sup> Annual Vintners’ Festival will be held on April 21<sup>st</sup>, from 1:00 to 4:00 p.m. at The Carranza, Los Olivos. In addition to the Festival itself, member wineries are planning open houses, winemaker dinners and special tastings throughout the weekend, and a four day “Vintners’ Visa” passport to 12 participating wineries is also being offered through the Association. For complete details and tickets, visit the Santa Barbara County Vintners’ Association website at [www.SBCountyWines.com](http://www.SBCountyWines.com), or call the Association office at (805) 688-0881.

###



## **2012 VINTNERS' FESTIVAL**

### **FAST FACT SHEET**

- 30<sup>th</sup> Annual Vintners' Festival
- Showcasing wines from all 110 members of the Association
- Heralding the arrival of spring and the beginning of the new vintage
- Returning to the Santa Ynez Valley after a 5 year hiatus
- First festival at "The La Carranza," Los Olivos, on Zaca Station Road (1.5 miles from Hwy. 154)
- Representing dozens of the finest area restaurants and caterers
- Featuring two bands playing throughout the event:
  - o Margie Nelson's Band: Classic jazz/torch/swing (12:45p-2:15p)
  - o Burning James & The Funky Flames: Blues/jazz classics/funk/soul (2:30p-4:15p)
- Member wineries holding open houses, special tastings and winemaker dinners
- Vintner's Visa passport allows visitors to visit & taste at 12 participating wineries through-out the 4-day weekend

Santa Barbara Vintners' Association, P.O. Box 1558, Santa Ynez, CA 93460

Phone: (805) 688-0881 // Fax: (805) 686-5881

e-mail: [information@sbcountywines.com](mailto:information@sbcountywines.com)