



SANTA BARBARA



LUXURY WEEKEND





WELCOME TO YOUR TREK TRAVEL SANTA BARBARA WEEKEND ADVENTURE!

Welcome to Santa Barbara! We are excited you have chosen to join us in this beautiful, coastal California destination for some amazing cycling, exquisite wines, and luxurious accommodations.

The beauty of Santa Barbara County cannot be overestimated. With its rolling hills and majestic mountains overlooking the Pacific, it's easy to see why this is referred to as the "American Riviera." There are few places in the United States more perfectly suited to a vacation that keeps you active while indulging your palette in the freshest flavors and most hearty wines. And there's plenty to do off the bike as well. Enjoy true elegance in Santa Barbara's downtown shopping district or treat yourself to a spa at either of our luxurious hotels.

From days spent riding among the sun-dappled valleys to evenings spent enjoying gourmet California cuisine and tasting Santa Barbara's best vintages, we have created an itinerary designed to help you enjoy yourself while soaking up the beauty of this magnificent region. Inland, sample some of the world's most forthright and interesting vintages in the burgeoning central coast appellations. Pair these wines with fresh seafood, succulent steaks and farm grown vegetables and everyday can be a culinary experience.

Enjoy your cycling vacation of a lifetime in the central coast of California.

Cheers!
Mark Thomsen
Santa Barbara Trip Designer





ITINERARY



DAY 1

Today's Ride | Foxen Canyon Road - Approximately 15 miles (24km)

Elevation Gain | Up to 900 feet (300 m)

Your guides will meet you at 10:30 am on the first day of the trip, in downtown Santa Barbara at the Fess Parker Doubletree Resort. After a one-hour shuttle to a local winery, you'll sample and taste some of the local vintages that are putting this wine-growing region on the map. After a bountiful picnic lunch, your Trek Travel guides will familiarize you to the Trek bicycle you'll be riding and will make sure that you and your bike are the perfect fit. They'll discuss the rules of bike safety and specific cycling tips for riding in Santa Barbara. Once you feel comfortable on your bike, it's time for our short warm-up ride through some of the region's most beautiful vineyards and into the heart of ranch country. Sample some local wines and shop for eclectic regional artwork. At the Inn, you'll join the rest of your traveling companions for evening cocktails before enjoying the trip's first dinner together.

Hotel | *Santa Ynez Inn*

Phone | 805.688.5588

Web | www.santaynezinn.com

DAY 2

Today's Ride | Pacific Coast to Santa Barbara via Ojai - 60 miles (97km)

| Options Available - 26-60 miles (32-97km)

Elevation Gain | Up to 4100 ft (1500 m)

This morning you start on the classic Pacific Coast Highway breathing the ocean waves as they crash into shore before heading north in the beach town of Ventura. The Ventura River Bicycle Trail offers a relaxing pace through the countryside to Ojai. Choose lunch at a variety of eateries in Ojai, before cycling on to our new home in Santa Barbara, the Inn of the Spanish Garden. A classic Santa Barbara Saturday morning club ride takes us past the beautiful Lake Casitas before heading over Casitas Pass and into Santa Barbara. This afternoon is yours to explore the beach and downtown area or choose to sign-up for a spa treatment at our boutique hotel. After a full day of experiencing all that this coastal city paradise has to offer, sample one of the local, eclectic restaurants for dinner and then perhaps engage in the town's thriving nightlife.

Hotel | *Inn of the Spanish Garden*

Phone | 866.564.4700

Web | www.spanishgardeninn.com

If you need to reach your guides the day the trip starts, please leave them a message at Santa Ynez Inn, 1.800.643.5774.

You may also contact them on their cell phone, and will receive the number in the days before your departure.



ITINERARY



DAY 3

Today's Ride | East Mountain Overloop - 35 miles (56km)

| Options Available - 30-60 miles (32-97km)

Elevation Gain | Up to 3100 ft (944 m)

Santa Barbara, also known as the American Riviera for its similarities to its French counterpart, has plenty of scenic riding literally right in and around the city—but this isn't like any city you have ridden in before! Your ride today follows the crests and contours of East Mountain Road among the Santa Ynez Mountains foothills, surely one of the prettiest road rides in North America. The ride offers panoramic views of the Pacific Ocean below and the expansive private estates in the hills above. You'll break for a Trek Travel gourmet picnic lunch this afternoon and reflect on scenic coastal riding you just experienced. If you still have the itch for some more coastal riding, head north to the University of Santa Barbara's campus to get those extra miles. This evening you'll gather with your new-found friends for a private farewell dinner at a local Santa Barbara specialty restaurant and toast to a week of camaraderie and unbelievable riding.

Hotel | *Inn of the Spanish Garden*

Phone | 866.564.4700

Web | www.spanishgardeninn.com

DAY 4

Today's Ride | Oceanside Cruiser - Approximately 15 miles (24km)

Elevation Gain | Up to 1100 ft (335 m)

Don't miss your final opportunity to enjoy Santa Barbara and its county by bicycle—at least until you return again! Take an early morning ride past beautiful homes in Hope Ranch and along the coast to soak in the beauty of it all. After the ride you will have the chance to say your final goodbyes to your fellow cyclists. At 1:00 pm, you and your traveling companions will depart for a transfer to the Santa Barbara airport, from where you can catch your flight back home. Please do not book a flight departing before 3:00 pm.

SANTA BARBARA
LUXURY WEEKEND

Length | 4 days / 3 nights

Activity Level | Moderate

Trip Start / End | Santa Barbara



WHERE WE STAY



TRIP ACCOMMODATIONS

Hotel | *Santa Ynez Inn* | Santa Ynez, California | In the heart of the Santa Barbara wine country, enjoy individually appointed guest rooms in Victorian style with all of the modern amenities you expect from a fine hotel, including a full-service spa.

Phone | 805.688.5588 **Web** | www.santaynezinn.com

Hotel | *Inn of the Spanish Garden* | Santa Barbara, California | Within the historic neighborhoods of Santa Barbara awaits this Mediterranean-style boutique hotel that specializes in comfort. Enjoy luxurious accommodations and amenities coupled with personalized service.

Phone | 866.564.4700 **Web** | www.spanishgardeninn.com

CUISINE

On your Trek Travel adventure, most meals are included in the price of the trip. This gives you the opportunity to explore the cuisine and the culture the way you would like. On the occasions that you'll be dining on your own, your Trek Travel guides will provide you with detailed lists of recommended dining locations. If you have any special dietary preferences, be sure that you have informed your Trek Travel Trip Consultant before you leave for your trip. Your Trek Travel guides will do their best to accommodate your dietary requests. Breakfast is always served at the hotel and is buffet style. California is known for nouveau cuisine that features plenty of fresh fish and vegetables. Additionally, the Santa Ynez Valley is ranching country, which means an amazing quality of meat and steaks are readily available.



WHAT'S INCLUDED



INCLUDED IN THE TRIP PRICE

- 3 nights of accommodation
- Daily breakfast, 2 dinners, 3 lunch and all snacks and drinks for each day's ride
- A social hour on 2 evenings
- The knowledge, support and camaraderie of experienced guides
- Daily route support
- The use of a Trek Madone® carbon fiber road bike or Trek 7.5 FX
- The use of a Trek bike helmet and other gear and equipment to make your ride comfortable
- Trek Travel waterbottles
- Private tours and tastings
- Entrance fees to all group events/activities
- All luggage transfers
- All transportation during the trip, including private coaches
- Comprehensive trip literature and complimentary Trek Travel merchandise
- All gratuities for special events, local guides, transfers, hotels and restaurants

NOT INCLUDED

Airfare to and from the trip, transportation to the trip pick-up location, lodging before and after the trip, gratuities for Trek Travel guides, and personal items purchased during the trip. Some meals are not included in each destination, which allows you the opportunity to explore regional cuisine on your own. Your guides are happy to make recommendations should you so desire.

TIPS AND GRATUITIES

Gratuities for your Trek Travel Guides may be given at your discretion in response to their professionalism and leadership throughout the weekend. Trek Travel suggests 5-10% of the trip price per individual guest to be divided among your guiding team as a tipping standard. Gratuities for all restaurants, hotels, local guides and transportation are paid by Trek Travel.

Should you have any questions before you depart for your trip, please feel free to contact us at 1.866.464.8735



WHEN & HOW TO ARRIVE



MEETING AND DEPARTING: TIMES AND PLACES

Meet location | Fess Parker Doubletree Resort, 633 E. Cabrillo Blvd., Santa Barbara, California 93101 | 805 564 4333 | www.fpdtr.com

Your guides will meet you on the first day of the trip at 10:30 am at the Fess Parker Doubletree Resort near downtown Santa Barbara. Once everyone has arrived, the group will transfer approximately one hour to Santa Ynez Valley, where you'll enjoy a classic Trek Travel picnic lunch. Please have your riding gear (including some warm layers) in a separate bag or readily accessible to avoid having to unpack your luggage.

Depart location | Santa Barbara Airport

At 1:00 pm, you'll depart by private shuttle for the Santa Barbara airport. Please do not schedule a flight prior to 3:00pm on this day.

Did you know Trek Travel can help you with all of your pre- and post- trip arrangements? For assistance in booking your flights, pre- and post-accommodations or simply to answer any questions about travel arrangements, please contact our Trek Travel Agent at 1-866-GO4-TREK. For more information on this service, please see details on page 9.

WHAT TO DO IF YOU MISS THE PICK-UP

If you arrive late to the Fess Parker Doubletree pick-up location and do not see a guide, you may take a taxi (\$130) or an airport shuttle (\$75) to the first night's hotel, Santa Ynez Inn. (Tel: 805 688 5588, www.santaynezinn.com) Please call the Santa Ynez Inn and leave a message for your guides as soon as possible, so they are aware of your location. Your guides will then be in contact with the hotel immediately.

Approximately one week before departure, you'll receive an email from Trek Travel with some final details, including the cell phone numbers of your guides in the region. You may use these numbers in the event of an emergency, or if you arrive at the meeting point late and need to get in touch with your guides.



CYCLING AND TRAINING



YOUR HEALTH

Trek Travel vacations are designed to introduce you to some of the world's most spectacular places in what we believe the best way possible—from the seat of a Trek bicycle. Although you don't have to be a professional athlete to enjoy a Trek Travel vacation, we do think it is important that you are in good overall health. If you have any concerns or questions about your health, contact your physician for a complete physical before your trip.

TERRAIN

Riding in Santa Barbara is highlighted by rolling roads with some short, steep climbs, not to mention amazing views of the surrounding area. The varied hills and valleys of Santa Barbara County make for very enjoyable riding, but it isn't flat. Expect and prepare yourself for some challenges.

ACTIVITY LEVEL

The activity level for this trip is *moderate*. You can expect to ride a daily average of 30 miles with the option of riding more or fewer miles. Please speak with your guides if you require different, or additional, daily riding options or activities.

HOW TO PREPARE

The best way to prepare for a Trek Travel adventure is to get out there and ride! However, if for some reason you cannot ride regularly or are limited in the amount of riding you can do, it is still important that you engage in another cardiovascular activity that suits your lifestyle like jogging, walking, swimming, or aerobics. The most important thing to remember is to maintain your level of physical fitness and to get used to being active for consecutive days.

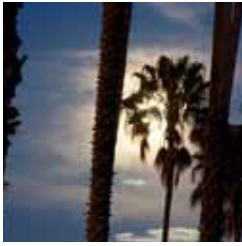
As you prepare for the trip, try to ride a variety of terrain—in particular some hills—the kind of terrain that you can expect to find on your Santa Barbara vacation. Since we will be riding every day, you should feel comfortable getting back on a bike after having ridden an average of 30 miles for several days in a row.

Build up your stamina for longer distances and hilly terrain as you lead up to the trip. Ride 2-3 times a week and build to include a longer ride at least once per week (30+ miles). If you ride in a flatter area it's worthwhile to do some hill repeats. If there are no hills at all, a spinning class or riding your bike on a trainer can provide some more resistance to build strength.

As a Trek partner, we've been involved in the cycling industry for over 30 years and are connected to the best cycling coaches in the industry. Whether you are a category two racer or a beginner, we can connect you to a trainer that will get you in tip top shape! Simply give us a call.

Want some help training for your trip?

Whether you are a first-time rider or a category 2 racer, Trek Travel can connect you with the best in the industry. Simply contact us at 1.866.464.8735.



TRAVEL ARRANGEMENTS



YOUR TRAVEL ARRANGEMENTS

Trek Travel Travel Agent | *Let us take care of all your travel needs!* While you are focusing on the fun preparatory aspects of your trip—shopping, reading about the history of the region, training—our Travel Agent can take care of your additional travel needs. For a nominal fee, our dedicated Travel Agent can reserve your airfare, pre- and post-trip hotel accommodations, rental cars, train tickets and additional sight-seeing activities with all the attentiveness and world-class customer service that you expect from Trek Travel. Please contact Trek Travel at 1-866-GO4-TREK and choose option #2 to take advantage of this convenient service that continues to define the Trek Travel Difference in the active travel industry.

Flights | We recommend flying into the Santa Barbara Municipal Airport in Goleta, approximately eight miles from downtown Santa Barbara. Most major airlines offer service to this airport. From here, scheduled flights arrive from and depart to most major cities in the U.S.. From the Santa Barbara Municipal Airport, you may take a taxi to the meeting location at the Fess Parker Doubletree for approximately \$25 one-way, or take the Superride Shuttle for approximately \$18 per person, or \$24 for two. It is suggested to arrive at least one day prior to the trip start so you have time to recover from all of the related effects of travel and minimize the risk of missing the trip start due to flight-related delays.

Trains | Amtrak runs daily service to Los Angeles from Santa Barbara and San Luis Obispo. If driving to or from Santa Barbara, Highway 101 runs through downtown and will take you to points north and south of the city.

Visit www.amtrak.com for more information

Driving Directions | Follow Highway 101 to Santa Barbara, take the Carillo exit toward downtown and beaches. Fess Parker Doubletree is on West Cabrillo Blvd facing the ocean.



BEFORE & AFTER YOUR TRIP



ACCOMMODATIONS

Santa Barbara

Fess Parker Doubletree Resort | 633 E. Cabrillo Blvd., Santa Barbara, California 93101 | 805 564 4333 | www.fpdtr.com

The perfect California beach-front luxury resort hotel. An oasis within an oasis. Charm. History. Sandy beaches. Red tile roofs. Cool rooms, warm faces and endless amenities. Uncomplicated. Relaxing. Hopelessly romantic. Full of possibilities. Fess Parker's Doubletree Resort in Santa Barbara. \$275-1000.

Hotel Oceana | 202 West Cabrillo Boulevard, Santa Barbara, California | 800 965 9776 | www.hoteloceanasantabarbara.com

The gracious rooms feature sweeping views of the wharf and harbor. Situated in Santa Barbara's West Beach, guests are within a stone's throw of the ocean and all that Santa Barbara has to offer. Sun terraces, outdoor living room, two heated pools, a Jacuzzi, fitness center, spa, and beautiful parks and gardens are yours to enjoy.

Hotel Santa Barbara | 533 State Street, Santa Barbara, California 94102 | 800 549 9869 | www.hotelsantabarbara.com

One of Santa Barbara's best, and most reasonably priced hotels, this stylish inn sits right on State Street, and boasts Mediterranean design, natural lighting, and elegant decor. \$159-249.

Best Western Pepper Tree Inn | 3850 State Street, Santa Barbara, California 93105 | 805 687 5511 | www.bestwestern.com

With its charming Spanish style architecture and ideal resort location, the Best Western Pepper Tree Inn in Santa Barbara is the perfect place to stay on trips of business or pleasure. The inn features beautiful, comfortable guest rooms, each with a private garden terrace overlooking pools, whirlpools and garden courtyards. At this full service mini-resort, enjoy amenities like two sparkling pools, two whirlpools, sauna, massage and fitness center. \$167-215.

SOLVANG

Royal Scandinavian Inn | 400 Alisal Road, Solvang, California | 800 624 5572 or 805 688 8000 |

www.royalscandinavianinn.com

An elegant full service hotel with the charm of a cozy country inn is nestled in the heart of the Santa Ynez Valley's wine country, just 35 miles north of Santa Barbara. Enjoy the European ambiance of Solvang or explore their world-class wineries and take advantage of championship golfing, all within a walking distance or a short drive. This is also where the Discovery Team stayed when they trained in the area.



BEFORE YOU LEAVE



ACTIVITIES

We recommend spending some extra time in California at the beginning or end of your trip to further explore the fascinating area. Santa Barbara is a lively cosmopolitan city with plenty of opportunities for shopping, nightlife and outdoor recreation. You can also explore some of the other coastal cities, including Ventura, Oxnard and the big one—Los Angeles, approximately a 1.5 hour drive south from Santa Barbara.

USEFUL WEBSITES

www.santabarbara.com – The Santa Barbara Tourist Office site provides visitors with information to the city of Santa Barbara including hotels, reservations, wineries, restaurants, attractions and more.

www.Santabarbaraca.com – This visitors site is prepared by the Santa Barbara conference and visitors bureau.

www.centralcoast-tourism.com – Provides tourist information for the coastal region between Ventura county and Santa Cruz county.

www.solvangusa.com – The Solvang conference and visitors bureau home page with detailed information about Solvang and its upcoming events, as well as the cities history.

www.solvangca.com – This site provides additional information on Solvang.

USEFUL BOOKS

The Missions of California | Bill Venne | Bill Venne recites the history of California's 21 missions from San Diego to Sonoma.

California's Central Coast: The Ultimate Winery Guide: From Santa Barbara to Paso Robles | Mira Advani Honeycutt, Jim Clendenen and Kirk Irwin

Buellton (CA) Images of America | Curt Cragg

The Insiders Guide to Santa Barbara | Cheryl Crabtree and Karen Bridgers

Don't you just want to focus on the fun?

Trek Travel's dedicated Travel Agent will be happy to take care of all of your pre- and post-travel arrangements!



TRIP DETAILS



CHANGING OR CANCELLING YOUR TRIP

If you must cancel your trip more than 90 days before the trip start, there is a cancellation fee of \$100; 61-90 days before the trip start there is a cancellation fee of 25% of the original trip price; 31-60 days before the trip start there is a cancellation fee of 50% of the original trip price and there is no refund for cancelling a trip 0-30 days before the trip start.

If you choose to change your trip more than 90 days before the trip start, you may do so with no fee. From 61-90 days, there will be a \$100 administration fee. If you choose to change trips within 60 days of the original trip start, the cancellation policy outlined above will apply. Please be aware that it is only possible to move to another trip within one year of the original trip departure date.

Trek Travel reserves the right to cancel a trip due to low enrollment or if we feel that the safety and quality of a trip could be compromised. If Trek Travel cancels a trip, a full refund will be issued. If a trip must be cancelled due to low enrollment, we will make every effort to do so at least 60 days before the trip start. We recommend that you purchase airfare no sooner than 60 days before your departure date. Under no circumstances will Trek Travel reimburse guests or be responsible for the cost of their airfare or any cancellation or change fees that may apply. In the event of a conflict between these terms and the terms stated on Trek Travel's website, catalog or other publication, these terms shall prevail.

INSURANCE

Trek Travel highly recommends travel insurance to assist you in the event of medical emergency, lost baggage, cancelled trip, or any other trip-related issue. For your convenience, Trek Travel has created a custom travel insurance package available through Travel Guard. Please contact a Trip Consultant for more details. You may purchase additional insurance on your own if you wish.

TRIP CHANGES

Trek Travel reserves the right to make route and hotel modifications or to withdraw any tour announced without notice and to make alterations and substitutions to the itinerary as necessary to improve the trip quality or to accommodate the comfort, convenience, and well-being of our travelers. In this event, Trek Travel will always substitute an equal or better option.



NOTES FROM THE FIELD



LOCAL FLAVOR

As recently represented in the famed movie “Sideways,” the Santa Ynez area is saturated with beautiful wineries, rolling hills and of course, the famous movie windmill. Other touches of fame linger just outside of town including Rancho del Cielo, President Ronald Reagan’s ranch which served as the “Western White House” during his two terms in office as well as Michael Jackson’s controversial Neverland Ranch.

This incredibly relaxed area gets inundated with cyclists during nearby Solvang’s annual Century ride and the Tour of California. The rolling terrain and a few steep mountains made Solvang the Discovery Team’s pick for their training ground for quite a few years.

Due to its Mediterranean-style climate and pristine beachfront, Santa Barbara is often referred to as the “American Riviera” and rising in the background is the dramatic Santa Ynez Mountains with a few peaks reaching over 4,000 feet. After World War I, Santa Barbara became a refuge for the wealthy, leaving a legacy of grand architecture and estates built both near the ocean and up in the hilltops. The mission revival style of 1925 dominates the architectural charm of the area. Although already striking, the municipal governance passed an ordinance against billboards and regulated outdoor advertising thus ensuring an unobstructed exquisite view.

All in all, locals in these cities pride themselves on a healthy, outdoor, beach lifestyle in an upscale area surrounded by picturesque mountains.



NOTES FROM THE FIELD



BACKGROUND INFO

Santa Ynez Valley, California

The Santa Ynez Valley is comprised of six communities, all distinct in their own way yet unified by their genuine old-world hospitality and friendliness.

Discover the still-functional small red schoolhouse in the quaint rural township of Ballard. By comparison, visit the bustling gateway city of Buellton that is conveniently located at the intersection of US Highway 101 and State Highway 246, and is touted as having “everything for the traveler.” Los Alamos has an old-time Western feel to the seven-block long main street offering an antique mall in a historic train depot, quaint shops, restaurants and parks. Los Olivos offers a more contemporary and upscale view of Americana with art galleries, an art museum, boutiques, and more than a dozen wine tasting rooms. The turn-of-the 20th century village of Santa Ynez serves real cowboys at a historic saloon and you can catch up on your old west history at the museum in town.

Arguably the most renowned of this area, the Danish-inspired town of Solvang, formed in 1911, is a popular stop for visitors where the strong European influence is seen in its shops and bakeries. Somewhat incongruous within this ranch country, this town was recently brought to the forefront as the setting for the wine-lovers movie “Sideways;” this movie is a must-see before traveling here.

Located in northern Santa Barbara County, the Santa Ynez Valley is just 35 miles from the beaches of Santa Barbara, 125 miles up the coast from Los Angeles and 300 miles south of San Francisco. Here you are in the heart of the Santa Barbara Wine Country and you have access to tour and taste acclaimed Pinot Noir, Chardonnay, Syrah and other varietals at more than 70 world-class wineries and tasting rooms. The area offers many other featured activities to accent your visit to this region such as golf, hiking, fishing, seeing wildlife, touring a working horse ranch, riding horseback or taking a flight in a glider for a birds-eye view of the entire region. Enjoy a picnic lunch in a vineyard or waterside at Lake Cachuma, a man-made lake formed by the earth-filled Bradbury dam.

Santa Barbara, California

About 13,000 years ago Native Americans called the Chumash settled this area. By the time Spanish missionaries arrived, they were living all along the coast and on the Channel Islands. 150 independent villages reached a population of about 18,000, where the people spoke different but related languages.

According to the Santa Barbara Natural History Museum, “This trade was made possible in part by the seagoing plank canoe, or tomol, which was invented about 2,000 years ago. In addition to the plank canoe, the Chumash are known for their fine basketry, their mysterious cave paintings and their money made from shells.”

Following an influx of colonization and missionaries, old world diseases such as influenza and small pox, for which they had no immunological resistance to, devastated the Chumash. By 1900, their numbers had declined to just 200. More current population numbers are estimated to have grown to upwards of 5,000 recorded Chumash people.



NOTES FROM THE FIELD



BACKGROUND INFO

Santa Barbara, California Cont'd

The Mission was settled in the 1780s. They began an era of colonization and the Christianization of the native Chumash. The missions were secularized in the 1830s (when the Mexican Congress passed the Act for the Secularization of the Missions of California) ending almost fifty years of growth. The Spanish had governed the area until 1822, when California became a Mexican territory until 1846 when Colonel John Fremont and his soldiers took Santa Barbara for the United States and the State of California.

The *Rancho* period was the next evolution for the region. Agriculture and ranching became strong from 1830 to 1865 and although Mexican and Americans ruled during this time, the actual lifestyle of the locals was not affected greatly. Horses, cattle ranches and community were the focal points of this era. To this day, working farms with cowboys are still in existence and champion Arabian horse breeding has also become a large livelihood for this region.

After the Civil War, the face of Santa Barbara began to change. Victorian houses soon outnumbered Spanish Colonials; shipping grew in prominence, as goods and people from the East began pouring in through the small, but growing, port; and agriculture became more important as people realized that the land grew whatever they planted. The focus today is on its viticulture and other fruit production.

In 1925, an earthquake devastated the town. Local people realized that most of the Victorians had burned and most of the buildings left standing were the Spanish Colonials that relied more heavily on indigenous building techniques and materials. An ordinance was passed to make the downtown area Spanish Colonial.

Sometime between this earthquake and now, Santa Barbara exploded from a quiet agricultural community to a busy, well-rounded community. It is sometimes referred to as the American Riviera, with its beautiful beaches, majestic mountains and colorful culture. It has become a premier resort destination.

The Santa Barbara Mission

The Santa Barbara Mission was founded in 1786, the original church was destroyed in the earthquake of 1812, but a new and more impressive edifice was built. Santa Barbara's mission church, with its world-famous twin bell towers, boasts of a stone facade patterned after an ancient Latin temple in pre-Christian Rome. The design is traced to a book brought to California by the Franciscans, a Spanish reprint of an architecture book believed to have been originally published in 27 B.C. This beautiful new church stood firm for over a hundred years until suffering severe damage in an earthquake in 1925. Two years of rebuilding plus later restoration work has maintained the exact original appearance. Having been occupied by the Franciscans from the day of the founding until the present, Santa Barbara's interior appearance has changed little, due to continuous care. The present stone church, with its familiar twin bell towers, is the fourth to stand on the site counting the first rough, temporary chapel.



NOTES FROM THE FIELD



BACKGROUND INFO

The Wine

In the U.S., wine appellations are formally called American Viticultural Areas or AVAs. This system is less strict than the French (or other European) systems. Established by Congress in 1978, it was administered by the Bureau of Alcohol, Tobacco and Firearms (BATF), until 2003 when it was assigned to the newly formed Alcohol and Tobacco Tax and Trade Bureau (TTB). The AVA system assures consumers that the wine they are drinking originates from a specific winemaker and growing area. However, unlike the French system, the AVA system requires only 85% of the grapes used come from within that specified AVA (in most cases). This is different from the requirements pertaining to labeling wines as varietals. Such wines must contain a minimum of 75% of the grape variety indicated on the label (in most cases). The AVA system also does not limit the regions in the types of grapes grown, or regulate growing or winemaking practices.

Santa Barbara County: Historically, the most prominent AVA in the central coast, it encompasses three smaller officially recognized AVAs, (Santa Maria Valley, Santa Rita Hills and the Santa Ynez Valley) all touting distinct microclimates and terroirs. A fourth region located between the Santa Maria and Santa Ynez Valleys is Los Alamos. This area does not yet have AVA status. Santa Barbara County's east-west valleys (framed by the Santa Ynez and San Rafael Mountains) and proximity to the ocean make for excellent wine growing conditions. Spanning 50 miles from Point Conception to Rincon is the longest east-west traverse of shoreline along the whole western seaboard of the two American continents. There are nearly 100 wineries and vineyards over 21,000 acres of vines. Viticulture in Santa Barbara began in the 18th century with Spanish missionaries planting vines for sacramental wine, but it was not until the 1960s, when UC Davis enologists designated the area as a premier wine growing region, that commercial viticulture began its rise to global prominence. Less than half of the grapes grown in the region are used locally. More than half of annually produced grapes are sold to wineries outside the County at some of the highest prices in California. Chardonnay and Pinot Noir have been the flagship varietals of the county but Rhône and Italian varietals make up a large portion of grapes grown in the county.

Santa Ynez Valley: This long east-west valley lies between by the Purisima Hills and San Raphael Mountains to the north and the Santa Ynez Mountains to the south. Considerably warmer than the Santa Maria Valley to the north, it includes the Santa Rita Hills appellation at its west end. Wrapping around the eastern end of the rolling hills of the Santa Rita Hills AVA, the western end of the Santa Ynez AVA is influenced by the effects of the Pacific and is considerably cooler than its eastern portion. Following the Santa Ynez River eastward, the elevation rises approximately 800 feet and the vineyards, in north-south running canyons, experience higher temperature fluctuations in the context of an overall warmer climate. There are approximately 2,200 acres under vine in the Santa Ynez Valley, about half of the acreage of the pre-Prohibition era. The cooler western section of the AVA is planted mostly to Chardonnay and Pinot Noir, as well as a few other Bordeaux varietals, while the eastern, warmer, section is dominated by highly regarded Syrah and other staples of the French Rhône.