



SANTA BARBARA



LUXURY





WELCOME TO YOUR TREK TRAVEL SANTA BARBARA ADVENTURE!

We are pleased that you've chosen to join Trek Travel for a cycling adventure that you'll never forget—exploring Santa Barbara by bike and experiencing the best of this amazing region.

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. Take a leisurely stroll for Danish crafts in historic Solvang or enjoy true elegance in Santa Barbara's downtown shopping district. In the afternoons, 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.

Have fun preparing for the trip and safe travels. I'm looking forward to meeting you and sharing the secrets of the region with you over the days that we spend together!

Cheers!
Mark Thomsen
Trip Design Coordinator





ITINERARY



DAY 1

Today's Ride | Foxen Canyon Road - 12 miles (19 km)
(243 m)

Elevation Gain | Up to 800 feet

Your guides will meet you at 10:30 am on the first day of the trip, in downtown Santa Barbara at the HarborView Hotel. 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 County. 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—fresh, healthy cuisine at the Vineyard House restaurant.

Hotel | *Santa Ynez Inn*

Phone | 1 800 643 5774

Web | www.santaynezinn.com

DAY 2

Today's Ride | Nojoqui Falls and Solvang Loop- 33 miles (53 km)
| Options Available - 20-40 miles (32-64 km)

Elevation Gain | Up to 2800 ft

Unparalleled riding on quiet roads through forests and rolling hills will bring you to the startlingly majestic Nojoqui Falls. Stretch your legs as you repose from the bike and take a short hike to the base of the falls. Afterward, explore the Danish heritage and traditions of Solvang over lunch and enjoy shopping in this unique area. The Trek Travel van is never far away if you find some worthy souvenir to take back to the hotel. This afternoon's ride will bring you through the quaint village of Los Olivos where you'll find 19 tasting rooms for your oenophilic pleasures! If your afternoon appetite prefers more riding, add 40 miles to your odometer and include the Figueroa option to your day. Tonight you'll enjoy a private wine tasting before shuttling to Los Olivos for dinner.

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.

Hotel | *Santa Ynez Inn*

Phone | 1 800 643 5774

Web | www.santaynezinn.com



ITINERARY



DAY 3

Today's Ride | The Canyons Loop- 52 miles (83 km)

Elevation Gain | Up to 3565 ft (1086 m)

| Options Available - 22-52 miles (35-83km)

Today you'll ride through quiet, picturesque canyons lined with forests and ranches. You'll break for lunch in the former outpost town of Los Alamos. This tiny village is undergoing a Central Coast transformation and has some of the best selections of antiques anywhere. As with all of our rides, plenty of opportunities for wine tasting await! Found a vintage to take home? Your Trek Travel guides will be more than happy to pick up your purchases and transport them back to the hotel. Tonight you'll have a fun and casual dinner at a local restaurant that specializes in great food!

Hotel | *Santa Ynez Inn*

Phone | 1 800 643 5774

Web | www.santaynezinn.com

DAY 4

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

Elevation Gain | Up to 4100 ft (1500 m)

| Options Available - 20-60 miles (32-97km)

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



ITINERARY



DAY 5

Today's Ride | East Mountain Overlook- Approximately 35 miles (55 km) **Elevation Gain** | Up to 3320ft (1012 m)
 | Options Available - 25-60 miles (40-95 km)

Santa Barbara, also known as the American Riviera for its similarities to its Italian and French counterparts, has plenty of scenic riding literally right in and around the city—but this isn't like any city you have ridden in before! Our 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. Or stop by the Mission on your way back to our hotel. This evening you'll gather with your newfound friends for a private farewell dinner at a local Santa Barbara specialty restaurant and toast to a week of camaraderie and great riding.

Hotel | *Inn of the Spanish Garden*

Phone | 866.564.4700

Web | www.spanishgardeninn.com

DAY 6

Today's Ride | Oceanside Cruiser- Approximately 16 miles (25 km) **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. At 11:00 am you and your traveling companions will depart for a transfer to the Santa Barbara airport, where you can catch your flight back home. Please do not book a flight departing before 1:00 pm.

SANTA BARBARA
LUXURY

Length | 6 days / 5 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 | 1 800 643 5774 **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 | 805 564 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

- 5 nights of accommodation
- Daily breakfast, 4 dinners, 3 lunches and all snacks and drinks for each day's ride
- A social hour on most 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 week. 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 | Harbor View Inn, 28 W. Cabrillo Blvd., Santa Barbara, California 93101 | 800.755.0222 |

www.harborviewinnsb.com

Your guides will meet you on the first day of the trip at 10:30 am at the HarborView Inn near downtown Santa Barbara. Once everyone has arrived, the group will transfer approximately one hour to a local winery, where you'll enjoy a private tasting and 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 11:00 am, you'll depart by private shuttle for the Santa Barbara airport. Please do not schedule a flight prior to 1:00pm 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 Travel Agent at 1-866-GO4-TREK. For more information on this service, please see details on page 10.

WHAT TO DO IF YOU MISS THE PICK-UP

If you arrive late to the HarborView Inn 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.

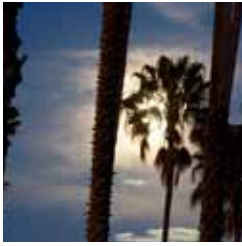
As you prepare for the trip, try to ride a variety of terrain—in particular some hills—the kind of terrain that you can expect to find on your Santa Barbara vacation. Since we will be riding every day, you should feel comfortable getting back on a bike after having ridden an average of 30 miles for several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

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, 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 new 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 HarborView Inn 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. HarborView Inn is on West Cabrillo Blvd facing the ocean.



BEFORE & AFTER YOUR TRIP



ACCOMMODATIONS

Santa Barbara

Harbor View Inn | 28 W. Cabrillo Blvd., Santa Barbara, California 93101 | 800 755 0222 | www.harborviewinnsb.com

The beachfront Harbor View Inn offers a variety of rooms with personal patios or balcony. All rooms have special touches of luxury. The hotel provides excellent service for your Santa Barbara stay. \$325-1295.

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

Located in Santa Barbara's West Beach, with convenient access to the sea and the city. The hotel has a variety of amenities to offer for your enjoyment, such as two outdoor pools, a whirlpool, poolside cabanas and quiet gardens.

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

This Mediterranean-style inn is right on State Street. Throughout the hotel is beautiful natural lighting and a cool interior; it is one of the area's best values. \$159-249.

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

This mini resort offers wonderful amenities and comfortable rooms. The classic interior design, Spanish-style architectural details and great location make the Best Western Pepper Tree Inn an ideal spot to stay. \$167-215.

SOLVANG

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

| www.royalscandinavianinn.com

Within the European ambiance of Solvang, explore amazing wineries or championship golf courses; all are close by to this charming full-service hotel deep in the Sant Ynez Valley wine country, 35 miles north of Santa Barbara. The former Discovery Channel Cycling Team stayed here while training 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 visitor's site is prepared by the Santa Barbara conference and visitors bureau.

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

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

Our 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

Solvang is a city in Santa Barbara County whose name literally means “Sunny Field” in Danish and a taste of Denmark is exactly what you will find. Bakeries, restaurants and merchants offer a touch of Denmark, and copies of Copenhagen’s famous Little Mermaid statue, as well as a statue of the famous children’s writer Hans Christian Andersen, can be found around town.

As recently represented in the famed movie “Sideways,” the 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 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-type 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 government 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

Solvang, California

Solvang, the Danish capital of America, was founded in 1911 by a group of Danish educators and farmers from the Midwest. They were seeking an area on the west coast where they could set up a Grundtvigian folk school and build a community in which they could preserve their culture, values and language. The land, formerly part of a Mexican land grant, Rancho San Carlos de Jonata, had a good climate, fertile soil, a flowing river and room to grow. It was the perfect location. They purchased 9,000 acres and named the colony Solvang, the Danish word meaning “sunny fields.”

Danes from the Midwest and immigrants from Denmark settled here. The population grew and the community thrived. The folk school was built, teaching students ages 16 and older traditional Danish values and skills. The Bethania Evangelical Lutheran Church, still in use today, was dedicated in 1928. These two cultural institutions served as the cornerstones of the community and represented the hopes on which Solvang was founded.

Although Danish culture and tradition was prevalent in Solvang from its inception, it wasn’t until after World War II that Solvang began to look like a “Little Denmark.” In 1946, the idea of creating an authentic looking Danish village was promoted, and the face of Solvang began to change to match its heart. Existing buildings were altered, and style guidelines were created for new construction to ensure the town took on a traditional Danish look. National newspapers printed stories about these changes, and Solvang emerged a popular destination for Danes and those curious about Scandinavian culture.

When visiting Solvang, you’ll find examples of its rich Danish heritage, literally, on every corner. Gas street lamps originally used in Copenhagen, windmills and cobblestoned walks give the village an authentic flare, and there are more than 300 stores specializing in Danish goods, arts, crafts, furniture, and delicacies. Home to the only thatched roof on a commercial building in the U.S., Danish influence is abundant in Solvang’s architecture. There are copper, thatched and steep gabled roofs, half-timbered walls and buildings decorated with tile and glass. Don’t be surprised when you see storks peering down from rooftops—they’re said to bring good luck! You can even take a tour of Solvang on the “Honen,” a replica of a 1915 Danish streetcar drawn by blonde Belgian draft horses.

The lifestyle in Solvang is also reminiscent of times past. Things move at a slower pace, many businesses close early in the evening and bicycles are a common mode of transportation. It’s safe to stroll the streets at night, and the people of the community are warm and welcoming.

Santa Barbara, California

About 13,000 years ago Native Americans called the Chumash settled this area. By the time the Spanish missionaries arrived, they were living all along the coast and on the Channel Islands. One hundred and fifty 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.”



NOTES FROM THE FIELD



BACKGROUND INFO

Santa Barbara, California cont'd

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.

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 An 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 is a huge focal point 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. Agriculture became more important as people realized that just about anything planted grows here. 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 Wine

An appellation is an officially recognized geographically defined region for growing grapes. The practice originated in France as a way to ensure quality of wines produced in specific regions. The French system regulates the grape varieties that may be grown in a specific appellation, how vines may be planted, what yields are permitted and other aspects of wine making. The thought behind the appellation system embraces the notion of terroir: the impact of a region's soil, climate, sun, water quality, and geography acting in concert to produce a wine of unique and irreproducible character. Appellations range in size: from very small single vineyards to vast expanses of land spanning hundreds of miles.

In the U.S. 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),



NOTES FROM THE FIELD



BACKGROUND INFO

The Wine cont'd

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.