

SPANISH FLAVORS HEAT UP AUGUST IN SANTA BARBARA ***Freshness Guaranteed on the American Riviera®***

Seaside Santa Barbara splashes Spanish, enlivening the summer experience with mucho fun and much fiesta-ivity. An annual favorite, **Old Spanish Days Fiesta** is a 5-day citywide celebration of the region's rich harvest and heritage that draws visitors by the thousands each August. The south-of-the-border event features authentic cuisine, shops, crafts, music, parades, and entertainment.

Santa Barbara's culinary culture retains the style and spirit of the huge Spanish land grants ("Ranchos"), and the 2005 fiesta theme, **Viva la Vida del Rancho!** (Enjoy Life on the Ranch!), recalls *al fresco* lunches and savory dinners of local ingredients seasoned with Spanish style.

"C" Foods

Cantaloupes, carrots, cucumbers and corn were born for the traditional Hispanic spices Azafrán (saffron) and Pimenton (smoked paprika). Pick up these August favorites at **Fairview Gardens Farm**, the oldest organic farm (1895) in southern California, and enjoy an educational walk with the farmer as you pick your own produce. Or, shop and mix with the locals at any of the eleven weekly **Farmers' Markets** held at different venues throughout the county.

Spice it Up

Flamenco on over to **Sevilla** for the newest look in town at the oldest restaurant in town, which reopened in May 2005 following a million-dollar makeover. Chef Michael Reidt presents a Latin fusion menu, and his innovative tapas-style small plates spice up the already sizzling bar scene.

Spanish-Style Wines

Locally, Spanish-style wines receive increased attention as growers and winemakers concentrate their efforts on the delightful Spanish Rioja region varietals, *Tempranillo* and *Garnache* ("Grenache" locally). These racy yet stylish and well-structured wines show spicy hints of cherry and licorice. Try **Brander Vineyard's** 2001 Tempranillo, **Rideau Vineyard's** 2002 Tempranillo, **Jaffers Wine Cellar's** 2002 Grenache and **Verdad Wine's** 2001 and 2003 Grenache/Tempranillo blends.

Fiesta Valley-Style

Trek the half hour across the hills behind Santa Barbara to check out the **Old Mission Santa Inez Fiesta** (see "Details" for dates) and take in the cultural cuisine and vibrant dance performances, carnival games and music. While you're in the neighborhood, stop by **El Rancho Marketplace** in Solvang, purveyors of a plethora of the finest gourmet specialties, both local and imported.

Culinary Travel Planner & Visitor Information

Foodies rejoice! Planning a culinary adventure in Santa Barbara County just got simpler. Contact the Santa Barbara Conference & Visitors Bureau (tourism@santabarbaraCA.com or 800.676.1266) for your copy of the 32-page **Get Fresh on the American Riviera®** culinary travel planner. The free-for-the-asking guide highlights culinary attractions and tours, including gourmet food product purveyors, regional seafood specialties, farmers' markets, cooking classes, food and wine events, wineries, and much more! Visitor and culinary travel information is also available via www.santabarbaraCA.com or www.santabarbarafresh.com.

Suggested Itinerary

For a taste of the past, follow the “**To Mission**” signs all around town and start your day at the **Mission Era Garden** (opens Fall 2005). This special exhibition chronicles the **Huerta** restoration project showcasing grapes, herbs, fruits and vegetables cultivated for cooking and medicinal purposes during the Mission Era. Leave time for a short but breathtaking walk through the impressive rose gardens across the street from the Mission.

From the Mission, take Laguna Street south two blocks, go right on Mission Street and proceed north on Highway 101. Exit Fairview Avenue (about 6.5 miles), and go right on Fairview Avenue.

Less than a mile ahead, find **Fairview Gardens Farm** on the right. These folks know their veggies, so grasp the opportunity to hear them out about what’s fresh that very day from their extensive garden. If you call ahead you may be able to book a walking tour with the farmer to dig deeper.

As you head back into town on Highway 101 exit at Las Positas and turn left toward the mountains. Go about a mile until just before State Street. Look to the right—you can’t miss **El Mercado Del Norte** for loads of food and fun (August 3-6). To visit the **El Mercado De La Guerra**, another offering of Old Spanish Days Fiesta, head south on State Street toward the ocean to the heart of downtown at Canon Perdido.

Take Anacapa Street south; go right on Gutierrez Street and right on Chapala Street. Immediately on your right is **Sevilla**, where you can top off your evening with a taste of tapas and Santa Barbara nightlife.

Details

- **Brander Vineyard:** 2401 Refugio Road, Los Olivos, 805.688.2455, www.brander.com
- **El Mercado De La Guerra:** Aug. 3–6, 2005, De La Guerra Plaza, Santa Barbara, 805.962.8101, www.oldspanishdays-fiesta.org
- **El Mercado Del Norte:** Aug. 3–6, 2005, MacKenzie Park, Santa Barbara, 805.962.8101, www.oldspanishdays-fiesta.org
- **El Rancho Marketplace:** 886 Old Mission Dr., Solvang, 805.688.4300
- **Fairview Gardens Farm:** 598 North Fairview Ave., Goleta, 805.967.7369
- **Jaffurs Wine Cellars:** 819 E. Montecito St., Santa Barbara, 805.962.7003, www.jaffurswine.com
- **Mission Santa Barbara:** 2201 Laguna St., Santa Barbara, 805.682.4713
- **Old Mission Santa Inez Fiesta:** Aug. 9-10, 2005, 1760 Mission Dr., Solvang, 805.688.4815, www.missionsantaines.org
- **Rideau Vineyard:** 1562 Alamo Pintado Road, Solvang, 805.688.0717, www.rideauvineyard.com
- **Santa Barbara County Farmers’ Market:** 805.962.5354, www.sbfarmersmarket.org
- **Sevilla:** 428 Chapala St., Santa Barbara, 805.564.8446
- **Verdad Wines:** 805.784.0747, www.verdadwines.com