

SANTA BARBARA

THE AMERICAN RIVIERA®

CONFERENCE + VISITORS BUREAU + FILM COMMISSION

CONTACT: Shannon Turner Brooks, Director of Communications
Santa Barbara Conference & Visitors Bureau and Film Commission
805.966.9222 x112, sbrooks@santabarbaraCA.com

“EPICURE.SB” YIELDS A 31-DAY FEAST FOR THE SENSES IN SANTA BARBARA THIS OCTOBER *Inaugural Month-Long Cuisine, Libations and Culture Fest Features 90+ Opportunities to Sip & Savor the Bounty of The American Riviera*

(Santa Barbara, CA) — Santa Barbara bursts with flavor this October during the first annual **epicure.sb: a month to savor santa barbara**. The 31-day, community-wide culinary extravaganza features food and drink festivals, cooking classes, winemaker dinners, seasonal menus, book signings, epicurean-inspired art exhibits and many more tasty opportunities to sip and savor the bounty of The American Riviera. The region’s top restaurants, wineries, gourmet purveyors and galleries collectively offer 90+ cuisine, libations and cultural happenings throughout the month. Event details and lodging packages are available on www.epicuresb.com.

Santa Barbara’s abundant natural resources—harvested from the fields, orchards and the sea—are the essential ingredients of what promises to be a deliciously rich month. Seasonal dishes, tasting events and winemaker dinners are on the menu at 30 participating restaurants. Local culinary stars share tips and showcase their talents during a rotating weekly chefs’ dinner series (Tuesdays). Interactive tours, workshops and cooking classes presented by Market Forays (Saturdays) and Eat Your Yard (October 10 & 24) offer hands-on sustainable living and Slow Food education for locals and visitors alike. The California Avocado Festival (October 2-4), Harbor & Seafood Festival (October 10) and California Lemon Festival (October 17-18) provide lively, family-friendly, food-centric fun.

Wine, microbrews, coffee and spirits take center stage at dozens of special tasting and pairing events throughout October. The wine country will be abuzz with activity and festivity during the Celebration of Harvest weekend (October 9-11), and downtown wineries present their first annual Urban Wine Trail Weekend (October 24-25). Wine is Santa Barbara’s leading libation, but tequila and coffee will get their time to shine at Blue Agave and The French Press, respectively. And finely crafted regional microbrews are on tap at the Santa Barbara Beer Festival (October 17). Drinking “local” is further encouraged through special discounts on local wines by the bottle and by the glass at area restaurants and lounges.

Epicurean-inspired art exhibits, poetry readings and cultural events pepper the month with extra-sensory local flavor. A monthly evening of art and culture, *1st Thursday* kicks the festivities off October 1 with a special focus on the culture of food at 30+ downtown venues. Food is enhanced by visual and performance art at venues such as Casa Dolores Center for the Study of Popular Arts of Mexico (October 14), Global Gardens (October 17) and The Santa Barbara Arts Factory (October 1). The Book Den presents a weekly “Santa Barbara Writes About Food Series” (Saturdays) featuring talks and book signings with local food writers and cookbook authors. Santa Barbara Contemporary Arts Forum’s *Scorpio Rising* pumpkin carving contest and exhibition (October 30) makes produce the medium for cutting-edge art. Café Buenos Aires contributes weekly (Mondays) tango instruction paired with Argentinean BBQ, and Artamo Gallery displays dramatic “Artepicurus” visuals ripe for contemplation.

Epicure.sb themed hotel packages are available and include discounts on dining and perks like complimentary wine and chocolates. Hotel Santa Barbara’s Wine Pairing Dinner Package includes two nights of accommodation, two trolley tour tickets and a three-course wine pairing dinner for two at Pierre Lafond Wine Bistro. Market Forays cooking class packages are offered by the Santa Barbara Hotel Group’s five properties and include two nights of accommodation, a culinary tour and cooking class and gourmet preserves to bring home.

Visit www.epicuresb.com for hotel package details, a comprehensive event schedule and a complete list of participating businesses.

The Santa Barbara Conference & Visitors Bureau and Film Commission and the Santa Barbara Downtown Organization joined forces to develop and present **epicure.sb: a month to savor santa barbara**. Making its debut October 2009, epicure.sb is designed to celebrate Santa Barbara’s abundant and diverse epicurean offerings. The new annual promotion builds off of established foodie-friendly community events that take place in October, while offering additional programming that showcases regional cuisine, libations and culture.

#

8/2009