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Get Away to Wine Country in San Luis Obispo, California *Seven Spring 2010 Wine Events Attract a World of Wine Lovers*

SAN LUIS OBISPO, CA (January 28, 2010)– [San Luis Obispo, California](#) is home to one of the most accessible of world-renowned wine countries; just halfway between San Francisco and Los Angeles, this highly reputed viticulture area boasts world-class wine amid scenic landscapes just miles from the Pacific Ocean, a charming downtown full of wine country delights, and a hospitable and unpretentious community.



Seven spring wine festivals provide the perfect reason for connoisseurs and wine enthusiasts to discover San Luis Obispo this season, and the 37 [hotels](#) of downtown San Luis Obispo offer every level of luxury, comfort, convenience, and affordability for a stay that suits every palate.

- **March 2010** kicks off the wine festival season by focusing on two popular varietals: the **World of Pinot Noir, March 5 – 6** in Pismo Beach, and the much anticipated **Paso Robles Zinfandel Festival, March 19 – 21**, highlighting over 50 versions of the winegrowing region's star varietal.
- **April 2010** promises to shower guests with wine at several exciting wine events. The **Earth Day Wine & Food Festival, April 16 – 18**, features over 200 purveyors of award-winning, sustainably produced food and wine. The **Cal Poly Wine Festival, April 23 – 24**, is an impressive student-run event featuring over 100 wineries and benefiting the university's Vines to Wines Club and the "Learn By Tasting" philosophy. At the end of April, the **Hospice du Rhône Celebration, April 29 – May 1**, is the world's largest celebration of Rhône variety wines, featuring over 130 international Rhône producers.
- The wine festivities roll right into **May 2010** with the four-day **Annual "Roll out the Barrels" Wine Festival, April 29 – May 2**, featuring special wine events at all San Luis Obispo wineries. The wine festival season culminates finally with the premier **Paso Robles Wine Festival, May 21 – 23**, a fun-filled weekend of wine tasting in North San Luis Obispo County.

With seven major wine events and hundreds of featured wineries, visitors will get a memorable taste of San Luis Obispo this spring. Area wineries also offer ongoing and individual tasting events throughout the year, making any season a perfect pairing for a San Luis Obispo wine country getaway.

For more information about San Luis Obispo hotels, wineries and upcoming wine country events, readers can visit www.SanLuisObispoVacations.com. Editors seeking additional information or images may contact Jamie Relth (jamie@thepressroom.com) or Holly Padove (holly@thepressroom.com) at On the Horizon Communications, (805) 773-1000.