



Media Contact: Georgina Stassi
TJA Advertising & Public Relations
georgina@tjaadvertising.com
310-613-7445

PISMO BEACH Hosts SLO COAST WINE CLASSIC
Sip & Savor SLO Coast Wines Seaside All Weekend

PISMO BEACH, CA (10 March 2023): Buy your tickets, book your rooms, and mark your calendars for **March 24-26, 2023** to experience the highly anticipated [SLO COAST WINE CLASSIC](#) hosted by [Pismo Beach](#), your [Wine & Waves](#) Vacation Destination! Enjoy world class locally produced wines and sumptuous food pairings experienced in the most kicked back and beautiful Classic California seaside town of Pismo Beach! Enjoy elegance without the attitude, and pretentious-free indulgences in a beach town that set the precedent for California cool.

[SLO COAST WINE CLASSIC](#) Schedule:

Friday, Mar 24 - Winemaker Dinner at [Lido of Dolphin Bay](#) features cocktails from 5:30-6:30pm, followed by a 5-course dinner featuring 5 SLO Coast Wine winemakers and menu by chef Chris Shackelford.

Saturday, Mar 25 - Main Tasting Event & Winemaker Luncheon at [Vespera Resort On Pismo Beach](#) from 11am - 4pm at Vespera features two wine tasting seminars, a 3-course catered winemaker lunch, and a regional tasting of twenty SLO Coast producers.

Sunday, March 26 - Oceanside Sparkling Wine Down on the Oceanfront Terrace at the [SeaCrest Oceanfront Hotel](#) wine tasting with bubbly-friendly pairings.

Buy Tickets: [Tickets are now available.](#)

<https://www.eventbrite.com/e/slo-coast-wine-classic-tickets-519200571887>

Book Your Accommodations: Guests staying in Pismo Beach are invited to join winemakers for a VIP reception on Saturday morning at [Vespera Resort On Pismo Beach](#) from 10-11 am. Receive discounts when you stay at [Dolphin Bay Resort & Spa](#), [Vespera Resort On Pismo Beach](#), [SeaCrest Oceanfront Hotel](#) and [Inn at the Cove](#) when you mention the SLO Coast Wine Classic. Book your stay in Pismo Beach for the weekend and enjoy exclusive early entry to Saturday's main event hosted at [Vespera Resort On Pismo Beach](#). The first hour of the event from 10 am - 11 am is reserved exclusively for attendees who stay in Pismo Beach. Enjoy discounts when you stay at [Dolphin Bay Resort & Spa](#), [Vespera Resort On Pismo Beach](#), [SeaCrest Oceanfront Hotel](#) or [Inn at the Cove](#).

Details of Events:

Winemaker Dinner at Lido of [Dolphin Bay Resort & Spa](#) Friday evening, March 24 from 5:30- 9 pm. Cocktails will be outside on the Cobblestone Patio from 5:30-6:30pm, followed by a 5-course expertly curated and paired dinner featuring 5 SLO Coast Wine winemakers and menu by chef Chris Shackelford. Chef/Sommelier Chris Shackelford has spent 30 years in the restaurant, food, and beverage industries. The early years of his career were spent working in kitchens and dining rooms of Relais & Chateaux properties and small restaurants in California. In 2006 he started the Creative Food & Wine consulting company assisting operators to open and manage restaurants, retail food operations, beverage programs, private clubs, and resorts.

Main Event at [Vespera Resort On Pismo Beach](#) Saturday, March 25 from 11am to 4pm. Held on the Starlight Lawn at [Vespera Resort On Pismo Beach](#), the day begins with 2 fun and educational wine tasting seminars lead by Adam Montiel, highlighting what makes the SLO Coast wine region so unique. After the seminars, enjoy a 3-course lunch catered by Pequin Coastal Cocina. End the afternoon with a walk-around regional wine tasting featuring over 20 SLO Coast wineries while taking in the coast!

Sparkling Wine Down on the Oceanfront Terrace at the [SeaCrest Oceanfront Hotel](#), Sunday, March 26 from 11am - 1:30 pm. Wine-down with us for a casual sparkling wine tasting featuring a variety of SLO Coast Wine producers and styles of sparkling

wine. Sip oceanfront and enjoy the fun, easy going vibes we love so much about the central coast! There will be bubble-friendly food pairings and it will be the perfect way to get your day started, whether you're heading off to visit SLO Coast AVA wineries or going back home.

Stay in Pismo Beach

Guests staying in Pismo Beach are invited to join winemakers for a VIP reception on Saturday morning at [Vespera Resort On Pismo Beach](#) from 10-11 am.

Get discounts when you stay at [Dolphin Bay Resort & Spa](#), [Vespera Resort On Pismo Beach](#), [SeaCrest Oceanfront Hotel](#) or [Inn at the Cove](#) when you mention the [SLO Coast Wine Classic](#)! Book your stay in Pismo Beach for the weekend and enjoy exclusive early entry to Saturday's main event hosted at [Vespera Resort On Pismo Beach](#). The first hour of the event from 10am - 11am is reserved exclusively for attendees who stay in Pismo Beach.

Media inquiries, please contact Georgina Stassi at georgina@tjaadvertising.com or 310-613-7445.

About [Pismo Beach CA](#)

The Classic California beach town of Pismo Beach is located on California's famous Central Coast, halfway between San Francisco and Los Angeles along Pacific Coast Highway and CA-Highway 101. Overlooking more than 26 miles of pristine Pacific coastline, experience Pismo Beach's great weather, plethora of outdoor [activities](#), rich wildlife and nature preserves, seaport inspired [cuisine](#) and fresh farmland produce, downtown [wine tasting](#) rooms, and [neighboring wine producing regions](#). The newly designated San Luis Obispo AVA (American Viticultural Area) features Pismo at the epicenter surrounded by award-winning wine regions of [Edna Valley](#), Arroyo Grande Valley, Avila Valley, Paso Robles, and Santa Maria Valley. Pismo Beach offers the perfect pairing of [Wine & Waves](#) with a truly "Classic California" experience. Eco-conscious visitors and residents can experience the Pismo Beach Stewardship & Educational Outreach Program offering a fascinating variety of opportunities to learn and practice stewardship both live and online. Pismo Beach is also noted for being one of the most [dog-friendly](#) towns in America. See our wide variety of [lodging choices](#) accommodating every budget and lifestyle, by visiting ExperiencePismoBeach.com. Also, join us on [Facebook](#), [Twitter](#), [YouTube](#), [Instagram](#), [TikTok](#), and [Pinterest](#). Media inquiries, please contact Georgina Stassi at georgina@tjaadvertising.com or 310-613-7445.