

# STORY IDEAS



## Headline: *Indulge in Paso Robles' Ever-Growing Food and Wine Scene*

**Body:** Paso's renowned culinary scene—sustained by local farmers and the region's agricultural bounty—continues to expand with notable new eateries. Some of its delicious new restaurants include Oralé Taqueria, The Hatch Rotisserie & Bar and Fish Gaucho. Home to Tablas Creek Vineyards' Jason Haas – recently named Wine Enthusiast's Winemaker of the Year – and more than 250 other wineries, Paso is also ideal for wine-lovers. The region's innovative winemakers continually push boundaries with the emergence of the Paso Robles Distillery Trail. Many of the winemakers are breaking in to the distillery scene by handcrafting spirits including gins, vodkas and whiskeys locally. A selection of their unique spirits are even distilled from the prized free-run juice of premium Paso Robles wine grapes. Visitors can explore Paso's flourishing wine scene by attending events like the Wine Festival and The Garagiste Festival or by visiting individual tasting rooms. Check out Bristols Cider House for incredible hard ciders produced with locally-grown apples, or if you're interested in other craft brews, check out BarrelHouse Brewing Co. and Firestone Walker Brewery.

## Headline: *Experience Paso's Newest Outdoor Tours and Adventures*

**Body:** Outdoor enthusiasts have even more to love when visiting Paso with a variety of exciting wine tours and an interactive scavenger hunt. Central Coast Jeep Tour Adventures adds a twist to traditional tasting experiences by taking visitors off-road with fully restored Scramblers while Urban Adventure Quest offers an "Amazing Race"-inspired tour that showcases Paso's historic buildings, cultural landmarks and more. With numerous sun-filled days and the coastal air flowing through the "Templeton Gap" in the Santa Lucia Mountains, visitors can enjoy Paso's offerings year-round. Whether interested in playing golf at the award-winning Hunter Ranch Golf Course or zip lining over vineyards at the historic Santa Margarita Ranch, there is something for every adventurous traveler in Paso Robles.

## Headline: *Discover Paso's Rich California History and Other Exciting Cultural Attractions*

**Body:** Paso Robles, most notably Downtown Paso Robles, is the epicenter of town and home to an array of food, wine and cultural events. The year-round Farmers' Markets, summer concerts and spring-time festivals showcase the region's bounty and are fun family-friendly events for all ages. Galleries like Studios on the Park brighten the storefronts of the downtown streets featuring locally and nationally known artists. The historic Carnegie Library anchors the city park, and the Paso Robles Inn adds a touch of Wild West excitement to the historic buildings peppering the downtown streets. Three nearby California Missions and the extravagant Hearst Castle are impressive reminders of Paso's rich California history. In addition to the inspiring cultural attractions, visitors can also participate in agro-tourism activities like farm tours and "Grow Your Own..." classes at FARMstead ED.

