**Temecula Valley Southern California Wine Country**

Overview

There is a secret ingredient that has helped Temecula Valley become Southern California’s Wine County, a Wine Enthusiast Top 10 Wine Destination. It’s in the award-winning wine, to be sure, but it’s also found in every corner of this vibrant valley. It’s a kinship borne of gathering, making and living every drop of life to the fullest.

Temecula Valley is a wine-plus spirited destination inspired by the vine with several distinct pillars: Southern California Wine Country, outdoor recreation and entertainment, small town atmosphere, an emerging and evolving culinary scene, and its community of Makers. The destination is made up of curious mavericks, a behind the scenes tour reveals the source of their contagious energy. Visitors are intrigued by these accomplished and passionate people. It’s how they work together in the fields, tanks and kitchens that is setting them apart.

It doesn’t take long for visitors to unwind and relax. The genuine welcome that is felt is endearing to travelers when they discover this unexpected gem and it always leaves them with a hope to return. Three to five days gives enough time to fill up on discoveries.

Temecula Valley Wine Country is southern California’s largest wine producing region by volume. A collection of nearly 50 wineries – from the homegrown artisan to the luxe and expansive – invite guests to sip their vintages and absorb the experience. Great wines, open spaces and scenic views make it hard to leave. Many wineries offer dining al fresco, live music, and activities to turn a sunny sky into an endless sunset.

Wine grapes have been growing in Temecula Valley longer than most people realize. Wine culture began in Temecula Valley back in 1968 when the first commercial vineyards were planted. Today’s hand-crafted wines are grown from dozens of grape varieties, including well-known favorites like Cabernet Sauvignon, Syrah, and Chardonnay, as well as offbeat Mediterranean varieties like Sangiovese, Grenache, Tempranillo, and Vermentino.

Temecula Valley has worked extremely hard to distinguish itself as a premier, globally recognized, award-winning wine destination, distinct from any other in California and beyond. When people think of this region, they think of wine country, and all the premium lifestyle attributes that come along with it. Add to that Temecula’s distinctly Southern California atmosphere and laid-back, unpretentious, yet intentional mindset, and you have a one-of-a-kind, vintage SoCal experience.

Outdoor recreation and entertainment can be found throughout the valley. Living life glass full is playing outdoors and Temecula Valley has plenty of options. At sunrise, epically colored hot air balloons rise and glide on golden sunshine and valley breezes. Horseback and cycling adventures through the vineyards keep the adrenaline and adventure flowing. Or explore nature on foot hiking among the oaks below the hawks, around a lake, or on an ecological reserve. Animal lovers can visit an alpaca farm or a small exotic zoo. Splashy pool cabanas and casino tables raise the stakes. As evening settles over buzzing vineyard patios and the streets in Old Town, chords of live music fill the air.

Annual festivals and events make traditions to look forward to like Temecula Valley Balloon & Wine Festival and Temecula Rod Run. There is a reason to raise your glass every season with more than 30 annual events year-round.

From hidden doors to wide open possibilities, Old Town Temecula’s history, art, goods, food and drinks are some of the reasons to spend an entire day taking in the 12-block walking district. Cowboys may not ride here like they used to in the late 1800’s but they left their stories in this spirited small town atmosphere.

Complementing the ever more mature and sophisticated wine scene in Temecula Valley is an emergent foodie landscape with some extremely talented culinary mavericks and the helm. Catering to virtually every taste, the Valley now features a multitude of exquisite cuisine ranging from farm-to-table to ethnic and adventurous. We not only live Glass Full, we live Plate Full as well.

In travel and tourism placemaking, nothing resonates stronger than a vibrant Maker community and ethos. These insider stories are action-oriented invitations and huge motivators to travelers–helping them transition from destination “tasters” to enthusiasts. From burgeoning culinary scene to craft brewing to olive oil alchemists, Temecula Valley has an abundance of these stories.

Options of where to stay are as varied as our experiences including relaxing hideaways and luxurious homes to popular brands and expansive resorts. Everything is a short drive away whether staying in wine country, Old Town, Uptown, or the canyon. Temecula Valley is located approximately 60 minutes from San Diego, Orange County, and Palm Springs, and 90 minutes from Los Angeles.

Inspiration to help plan a trip can be found at VisitTemeculaValley.com.