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**SUNSET SAVOR THE CENTRAL COAST WINS NATIONS MOST OUTSTANDING FOOD EVENT
AT 6TH ANNUAL TASTE AWARDS**

2015 EVENT SCHEDULED FOR SEPT 24-27

LOS ANGELES, CA (Jan. 16, 2015) – Thursday night, [Sunset SAVOR the Central Coast](#) – one of the country’s premier wine and food events -- devoured the competition at the prestigious 6th Annual Taste Awards, where Hollywood luminaries honor the world’s best achievements in food, fashion, home and lifestyle events as well as programs on television, film, online and radio.

After a red carpet strut and star-studded ceremony, the organizers of [Sunset SAVOR the Central Coast](#) were awarded “Outstanding Food Event,” a significant achievement for a five-year-old event. Sunset SAVOR the Central Coast offers four-days of hands-on culinary activities in one of the most beautiful, undiscovered corners of California – located in San Luis Obispo County midway between San Francisco and Los Angeles. Event organizers for Sunset SAVOR the Central Coast are planning this year’s culinary spectacular scheduled for September 24-27, 2015 at the renowned Santa Margarita Ranch and throughout San Luis Obispo County. The event brings the pages of Sunset magazine to life, showcasing regional lifestyle tips and Central Coast winemakers, brew masters, chefs, and artisan food purveyors.

“The TASTYs” – informally known as the lifestyle entertainment industry’s version of “Oscars” or “Grammy’s” of the lifestyle entertainment industry – were awarded at Hollywood’s Egyptian Theater by celebrity presenters such as Alie & Georgia (Cooking Channel), Bobby Bognar (History Channel), Chef Ashley James (PBS), Andres Izquieta (Esquire Network), Jolene Sugarbaker (YouTube) and Michelle Harris (Alive and Well TV). A panel of judges – a diverse and respected group of food and wine editors, writers and bloggers, chefs, fashion journalists, television producers and other experts -- chose Sunset SAVOR the Central Coast among a field of top nationally renowned events in California, New York and Las Vegas.

“We are delighted and proud to be honored by the prestigious Taste Awards and appreciate the recognition for San Luis Obispo County as a leading destination for wine and food,” said Stacie Jacob, CEO of Visit San Luis Obispo County, which organizes the event with Sunset magazine, the premier guide to living in the west. “When we created the event five years ago, we wanted to create a truly immersive wine and food experience that stood apart, but we never dreamed that in just a few years we’d become one of the nation’s signature wine and food events. Last year we earned the 2014 Fame Award for Best Epicurean Event, a great honor by culinary industry peers, and now with the TASTY we’re excited to know that our event as truly arrived with media and consumers.”

The economic impact for SAVOR and overall awareness that the event creates for local tourism reaffirms the event’s ongoing success and continues to display a robust impact on San Luis Obispo County. Throughout the 2014 event weekend 9,500 guests attended Sunset SAVOR the Central Coast, reflecting a 10.3% decrease over 2013 due to a restructuring of events offered. The event charmed food and wine lovers from across California and the country with a total of 36% of attendees from out of San Luis Obispo County, including Los Angeles, the Bay Area, the Central Valley, 22 different states and Australia. This reflects a 0.5% increase from 2013. Revenues from the four-day event boosted the local economy by \$4.48 million, trending closely with 2013. The total economic impact from attendee spending in region was \$1.15 million. The public relations efforts for the event garnered over 300 million total media impressions with a publicity value of \$46.9 million.

“This prestigious award – and the continued creativity of our wine and food artisans – has permanently placed our region on the world’s culinary map, giving travelers more reasons to stop and stay in San Luis Obispo County as they head up and down California’s iconic coast,” said Jacob. “It also inspires us to continue in our mission to herald the magnificent bounty of our beautiful region, exceeding expectations with new and unique flavors and experiences” said Jacob. “We hope everyone join us later this year to discover what all the fuss is about. I promise you won’t be disappointed and neither will your taste buds.”

2014 Sunset SAVOR the Central Coast by the Numbers

Total Event Attendees: **9,500** (10.3% decrease from 2013 due to a restructuring of events available in 2014)

- **36%** from out of county / **64%** San Luis Obispo County
- **5.36%** out of state (22 states represented plus Australia)
- **10.8%** from Southern CA / LA area
- **11.2%** from Bay Area
- **5%** from California Central Valley
- **61%** of attendees have an average household income **over \$100,000**
- **56%** of Attendees are **between 45 – 64** years of age; **33%** of Attendees are **between 25 – 44** years of age

Total Economic Impact: **\$4.48 million** (1.3% decrease from 2013; not included SAVOR Run & Sunset in the Sand at Pismo Beach)

- Total Economic Impact from attendee spending: **\$1.15 million**

- Economic Impact from operations/preparation: **\$2.55 million**
- Economic Impact from Local Leavers: **\$0.783 million**
- Total dollars spent by attendees: **\$0.819 million**
- Estimated local sales tax generated: **\$73,106**
- Average length of guest stay was **2.31** days with an average party size of **3.68** persons

Economic Impact Analysis for Sunset SAVOR the Central Coast 2014 prepared by Ken Riener and Patrick Mayeda, Productive Impact LLC San Luis Obispo

About Visit San Luis Obispo County

Visit San Luis Obispo County promotes San Luis Obispo County through advertising, marketing, public relations and group sales. Its membership base is comprised of over 500 tourism industry-related businesses including lodging properties, restaurants, wineries, golf courses and retail stores. Sunset SAVOR the Central Coast is produced and managed by Visit SLO County. For more information on Visit San Luis Obispo County, please visit www.VisitSanLuisObispoCounty.com.

About Sunset

Sunset (www.sunset.com) is the leading lifestyle brand in the West. Through magazines and books, events and experiences, and digital and social media, Sunset covers the West's best flavors, destinations, design trends, and innovations. Sunset engages and inspires an audience of over five million educated, active and affluent consumers every month through its five regional print editions—Pacific Northwest, Northern California, Southern California, Southwest and Mountain—as well as via all tablet devices and its website. In addition to its print and digital publication, Sunset showcases the region's unique lifestyle and noteworthy destinations through its flagship events, established home programs, licensing partners, books and International Wine Competition. Sunset is produced by Time Inc., one of the largest media companies in the world.

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