

GLODOW NEAD COMMUNICATIONS

MARIN MAGAZINE MAY 2022

Time to SLO Down

Escape the hustle-bustle with a visit to San Luis Obispo, and sample wine on the San Luis Obispo Coast, the newest AVA in the country. BY CHRISTINA MUELLER

n March 9, 2022, the U.S. Alcohol and Tobacco Tax and Trade Bureau named its newest American Viticultural Area (AVA): San Luis Obispo Coast, Also known as the SLO Coast, the AVA stretches roughly 60 miles, from just south of Big Sur to just north of Santa Maria. Some 15 miles wide, the newborn AVA encompasses a swath of land impacted by its proximity to the Pacific Ocean and scoops up the town of San Luis Obispo as well as two "nested" AVAs, Edna Valley and Arroyo Grande Valley. For wine drinkers, experiencing San Luis Obispo and the new AVA is akin to a visit to Sonoma, where cooler regions, ideal for growing Pinot Noir and Chardonnay, abut warmer areas, where Zinfandel and Cabernet Sauvignon are more comfortable.

An escape to San Luis Obispo provides the opportunity to experience, shall we say, a SLO-er pace of life, with its a walkable downtown and expansive wine country mere minutes from town. Across town, Hotel San Luis
Obispo's pool is at lobby level next to the
S.Low bar. It makes for fine people watching
before dinner at Ox & Anchor, a classic steak
house where an "Oscar-style" option loads a
Kobe flat iron with Dungeness crab, asparagus and bernaise.