

epicure.sb

Coming in October 2009

The Dish

The Santa Barbara Conference & Visitors Bureau and Film Commission (SBCVB&FC) and the Santa Barbara Downtown Organization (DO) joined forces to develop **epicure.sb: a month to savor santa barbara**. Making its debut **October 2009**, epicure.sb is designed to celebrate Santa Barbara's abundant and diverse epicurean offerings. The new annual promotion builds off of established foodie-friendly community events that take place in October—Harbor & Seafood Festival, California Lemon Festival, California Avocado Festival and Celebration of Harvest—while offering additional programming that showcases regional cuisine, libations and culture. Special midweek menus, educational seminars, mixology demonstrations, farmers' market tours, cooking classes, micro-brew tastings, book signings, winemaker dinners and much more will fill the month up with tasty opportunities for both **LOCALS** and **VISITORS** to sip and savor the uniquely local flavors of Santa Barbara County. This month-long promotional platform is designed to stimulate business and introduce new customers to restaurants, retailers, attractions and events that highlight Santa Barbara's bountiful harvest. It will entice visitors to plan a trip to Santa Barbara and extend their stay, while providing locals with something new to experience and driving business downtown in off-peak periods.

Call for Participants and Partners

Any SBCVB&FC or DO member can participate! Restaurants, retailers, drinking establishments, art/cultural venues, academic institutions, markets, farms, tour operators, festivals, wineries and hotels are invited and encouraged to participate and take advantage of this free marketing platform. Participation is easy and **FREE** for SBCVB&FC and DO members! Plan one, several or a series of events during the month of October that feature the culture of cuisine or libations. Hotels are encouraged to offer epicure.sb lodging packages. And if you don't have a natural culinary tie-in, this is a great opportunity to partner with fellow members, wineries and restaurants to develop programming. Ideas are available online and the DO and CVB staff are happy to help you brainstorm.

Count Us In!

Interested businesses and culinary artisans should contact Mary Lynn Harms (or 805-962-2098 ext 24) to learn more. Participation information and forms are also available on the DO website at

Thanks in advance for your partnership with the inaugural year of epicure.sb! Visit

for more details.

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cuisine . libations . culture