



SANTA MARIA VALLEY

BRAND FOUNDATION

KPS3

There's a place along the Central Coast that feels a little different. One that pairs simple with complex and unfiltered with flawless. Santa Maria Valley. It's not fabricated. It's wholesome, inviting and uninfluenced by the veneer of manufactured California destinations.

It's a place where flavor runs rampant and taste buds can indulge because what they serve you is grown, cooked and corked right here. All perfected by generations of families who honor the tradition of crafting wine and serving historic Santa Maria-style barbecue.

Maybe cookie cutter isn't your thing. Maybe food does taste better in jeans. Maybe the best doesn't have to cost the most.

And maybe, **SANTA MARIA VALLEY** is just what you've been looking for.

BRAND POSITION

Santa Maria Valley provides visitors a true change of pace in an unpretentious atmosphere while discovering historic and unmatched wine, traditional Santa Maria-style barbecue and easy access to central California coast attractions; all priced to give you more.

BRAND PILLARS





REAL CULTURE

- Our culture is authentic and void of pretense. Our valley was grown by generations of hard-working agricultural families, not manufactured to be a common tourist attraction.
- We value real experiences and real people. We like to pair our wine with jeans and an honest-to-goodness smile. When you're with us, you can let your hair down and be yourself.
- Santa Maria Valley is composed of a wonderfully diverse people from an abundance of backgrounds. This blend of individuals is what has fostered a rich heritage of culture, history, food, togetherness, and hospitality.

UNEXPECTED WINE EXPERIENCE

- The Central Coast's most historic wine lives here in the Santa Maria Valley - we have the oldest appellation in the area and nearly two centuries of experience in growing grapes.
- We have one of California's longest growing seasons and a truly rare transverse geography, which results in the development of complex, flavorful and balanced grapes. Pinot Noir, Chardonnay and Syrah are our specialties.
- Our winemakers aren't just a name on a label - they're present, accessible and welcoming when you come by for a tasting.
- *"The Santa Maria Valley may well have the highest overall quality of grapes and wines of any appellation in California... It is an insider's secret."* - Steve Heimoff, renowned wine critic



DEEP ROOTS, FULL-FLAVORED FOOD

- We believe in quality from the ground up. It starts with generations of families that know how to get the best from the soil, and is carried through to the fresh flavors that we put on your plate.
- We're famous for our Santa Maria-style barbecue, a 150-year-old culinary tradition consisting of beef tri-tip seasoned with black pepper, salt, and garlic salt grilled over coals of native red oak.
- Santa Maria Valley is surrounded by farmland, and nobody in the Central Coast knows food better than a community dedicated to agriculture. Amongst ripe berries, leafy greens and fresh chili peppers, the stars of the produce lineup are the sweet, juicy strawberries - always fresh picked.



REAL VALUE

- Costs in the Santa Maria Valley aren't increased simply because you're a visitor to our area. We don't believe in taking advantage - we keep things affordable for the families that live here, and you can enjoy them, too.
- We value you and want you to enjoy your time without worrying about finances.
- Extend your recreation dollars and do more with the same budget.





THE IDEAL HOMEBASE

- There's more to discover each time you return to Santa Maria Valley, from events to arts to nearby attractions.
- The midway point between L.A. and San Francisco and within a short drive to Pismo beach, San Luis Obispo and charming Solvang.
 - 20 minutes to Pismo Beach
 - 40 minutes to San Luis Obispo
 - 40 minutes to Solvang
 - 75 minutes to Santa Barbara



NATURALLY UNCONSTRAINED

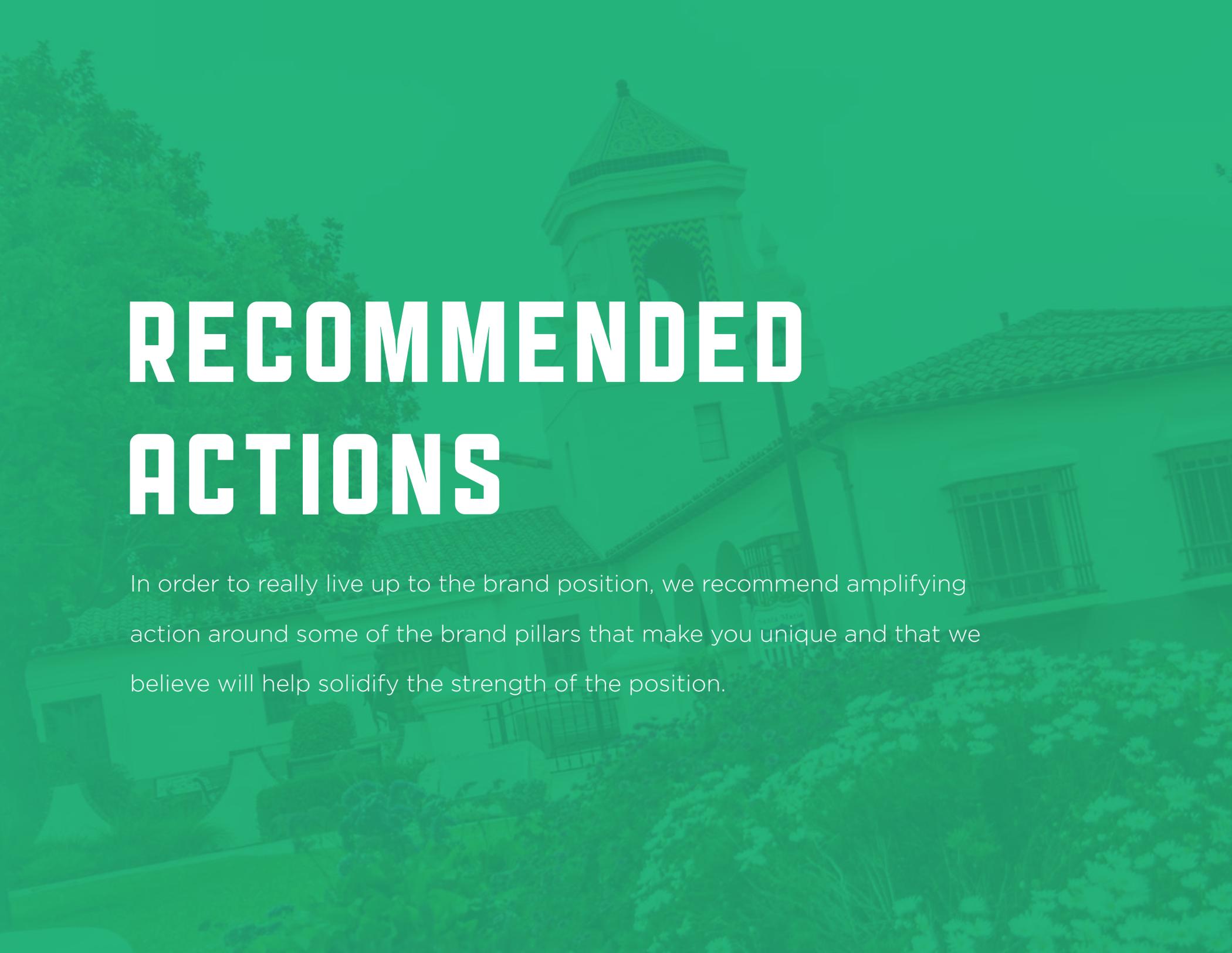
- Forget the common assembly line tourist attractions. We won't do that. Your freedoms can manifest as you walk your own path.
- Get out and explore. Santa Maria Valley offers opportunities to walk beautiful vineyards, experience the pristine waterfront at the Dunes, cycle through our rolling hills, or just take in the tranquility of bird watching at Oso Flaco.



OUR PROMISE

We treat our visitors like family.

This promise is bold, simple and attainable. It can be as natural as a warm greeting or asking how someone's visit is going. This promise embodies the culture of Santa Maria Valley and the authentic hospitality its businesses and residents are known for.



RECOMMENDED ACTIONS

In order to really live up to the brand position, we recommend amplifying action around some of the brand pillars that make you unique and that we believe will help solidify the strength of the position.



CULTURE

- Embrace the Hispanic culture
- Highlight Hispanic foods
- Hispanic artwork and culture displayed more prominently
- Artwork and culture that shows the agricultural history of Santa Maria Valley

EVENTS

- More rodeos with more frequency
- Car shows, motorcycle shows, tattoo conventions as a focus and type of event that happens frequently
- Bolster farmers market event to make local agriculture the star



FOOD/WINE

- Bring barbecue back! Barbecue Saturdays or Sundays where you can smell barbecue cooking all day throughout the Valley
 - Barbecue festival
- Food tours
- Food maps
- Collaboration of efforts with the individual wineries/tasting rooms both in marketing and in referring business
- Be the strawberry capital
 - Strawberry month!
(local restaurants incorporate a strawberry dish for that month)
 - Embrace and improve the Strawberry Festival (make strawberry the star)

LOCATION

- Directional signage in the Valley to attractions
- Signage welcoming people to the Valley





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