

Sunset

Savor the Central Coast 2011 Results





Event Overview

2011 Results

Celebrating its 2nd year in San Luis Obispo, Sunset Savor the Central Coast once again hosted Sunset's loyal fans at this 4-day food and wine festival in one of California's most beautiful regions.

Event Dates September 29–October 2, 2011

Location Santa Margarita Ranch and venues throughout San Luis Obispo County

Promotional Period May–October 2, 2011

Ticket Prices Average \$269/person





Attendance

2011 Results

- **9,000 food and wine lovers at Santa Margarita Ranch**, up 20% from 2010
- **500+ VIPs attended the kick off party at Hearst Castle**, one of the largest events to ever take place at Hearst
- **400+ VIPs attended the Western Wine Awards dinner** held on the Pismo Pier
- **1000+ ticket holders paid additional for Culinary Tours & Winemaker Dinners**





Audience Profile

2011 Results

- **\$684,520** Average Home Value
- **\$195,370** Average HHI
- **80%** did not attend the event last year
- **96%** said they will attend Savor the Central Coast again
- **88%** rated the event better than average

Source: Sunset Savor the Central Coast Attendee Survey





Event Sponsors

2011 Results



- **700 Infiniti Test Drives**
- **250 signed Cat Cora cookbooks** given as an incentive to Infiniti test drivers
- **5,000 ice cream cones** sampled at the Infiniti Inspiration Lounge
- **100 attendees at Breakfast with Katie Tamony** sponsored by Great Grains
- **6,600 slices of pizza and 2,000 cups of coffee** (1,500 iced) sampled by Safeway
- **4,000 samples of Great Grains muffins** in the Marketplace
- **4,000 samples of Toblerone cookies** in the Marketplace
- **400 Wine Award gift bags** distributed with Toblerone samples
- **500 Toblerone Cookies** provided to Adventure Tour participants
- **6,000 mini Toblerone samples** distributed to guests at 17 local hotels with turn-down service





Media Exposure & Accolades

2011 Results

185MM Impressions

“Thinking they couldn't improve on the event from last year, I was blown away by Saturday's Savor the Central Coast Event. It was just spectacular. More educational food, wine and gardening exhibits, more cooking demonstrations, fantastic travel exhibits, and food, food, food, and wine, wine, wine!! Fresh seafood right out of the shell, local made sausages hot off the grill, artisan cheeses to pair perfectly with wine from SLO Country and WA state, and local organic produce as far as the eye can see.” –Maryann Stansfield, blogger

“I flew in from Chicago to attend the Savor the Central Coast festival. (I grew up in Palo Alto, so I've always read Sunset, and that's how I found out about the event. I have a house in Temecula, CA, too, so I get the Southern California edition currently.) The friend that I stayed with and I attended the “Hearst Castle Behind the Scenes Tour” and both weekend days of the festival. We concentrated on the garden seminars. The festival was informative, entertaining, and tasty (very tasty. very very tasty). Having the water coolers everywhere was a great idea. The Hearst Castle tour was absolutely wonderful and the picnic lunch was superb”—attendee/subscriber



Sunset Savor the Central Coast 2012... Here We Come!