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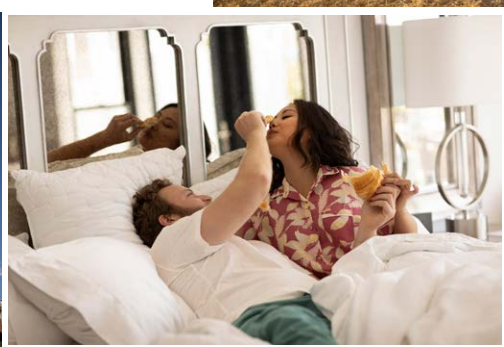
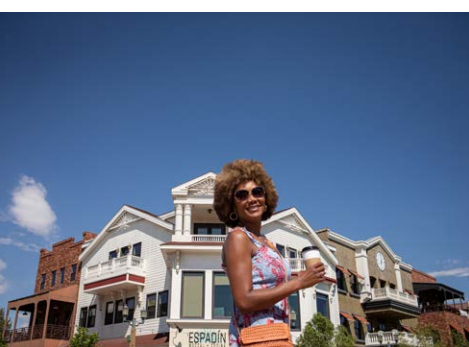
TEMECULA VALLEY



MEDIA GUIDE 2021



TO BIG-TIME
small town
VIBES



Welcome TO TEMECULA VALLEY

There is a secret ingredient that has helped Temecula Valley become Southern California's Wine Country, a Wine Enthusiast Top 10 Wine Destination. It's in the award-winning wine, to be sure, but it's also found in every corner of this vibrant valley. It's a kinship borne of gathering, making and living every drop of life to the fullest.

Temecula Valley is a wine-plus spirited destination inspired by the vine with several distinct pillars: Southern California Wine Country, outdoor recreation and entertainment, small town atmosphere, an emerging and evolving culinary scene, and its community of Makers. The destination is made up of curious mavericks, a behind-the-scenes tour reveals the source of their contagious energy. Visitors are intrigued by these accomplished and passionate people. It's how they work together in the fields, tanks and kitchens that is setting them apart.

It doesn't take long for visitors to unwind and relax. The genuine welcome that is felt is endearing to travelers when they discover this unexpected gem and it always leaves them with a hope to return. Three to five days gives enough time to fill up on discoveries.

Temecula Valley Wine Country is southern California's largest wine producing region by volume. A collection of nearly 50 wineries – from the homegrown artisan to the luxe and expansive – invite guests to sip their vintages

and absorb the experience. Great wines, open spaces and scenic views make it hard to leave. Many wineries offer dining al fresco, live music, and activities to turn a sunny sky into an endless sunset.

Wine grapes have been growing in Temecula Valley longer than most people realize. Wine culture began in Temecula Valley back in 1968 when the first commercial vineyards were planted. Today's hand-crafted wines are grown from dozens of grape varieties, including well-known favorites like Cabernet Sauvignon, Syrah, and Chardonnay, as well as offbeat Mediterranean varieties like Sangiovese, Grenache, Tempranillo, and Vermentino.

Temecula Valley has worked extremely hard to distinguish itself as a premier, globally recognized, award-winning wine destination, distinct from any other in California and beyond. When people think of this region, they think of wine country, and all the premium lifestyle attributes that come along with it. Add to that Temecula's distinctly Southern California atmosphere and laid-back, unpretentious, yet intentional mindset, and you have a one-of-a-kind, vintage SoCal experience.

Location

CASUAL PICTURESQUE

TEMECULA VALLEY SOUTHERN CALIFORNIA WINE COUNTRY IS SITUATED WITHIN SOUTHWEST RIVERSIDE COUNTY AND CONVENIENTLY LOCATED ABOUT ONE HOUR FROM SAN DIEGO, ORANGE COUNTY AND PALM SPRINGS, AND 90 MINUTES FROM LOS ANGELES.



GETTING HERE *and around*

HIGHWAYS

Temecula Valley Southern California Wine Country is located just off Interstate 15.

- **From Orange County**, Highway 55 (CA-55) north to Highway 91 (CA-91) east to I-15 south, about 1 hour.
- **From Palm Desert**, Highway 111 (CA-111) north to Highway 74 (CA-74) to Highway 79 (CA-79), about 1 hour.
- **From San Diego**, I-15 north, about 1 hour.
- **From Los Angeles**, Interstate 10 or Highway 60 (I-10 or CA-60) east to I-15 south, about 1 1/2 hours.
- **From Pasadena**, Interstate 210 (I-210) east to Highway 210 (CA-210) to I-15 south, about 1 1/2 hours.

AIRPORTS

Primary airports served by commercial, domestic and international carriers include:

- LA/Ontario International Airport (ONT)
about a 45-minute drive.
- John Wayne Airport (SNA), Orange County
about a 1-hour drive.
- Palm Springs International Airport (PSP)
about a 1-hour drive.
- San Diego International Airport (SAN)
about a 1-hour drive.
- Los Angeles International Airport (LAX)
about a 1 1/2-hour drive.

SHUTTLES, TOURS, AND TRANSPORTATION

A variety of transportation companies offer transport solutions for groups and individual travelers to, from, and in Temecula Valley Southern California Wine Country. One of the most popular, carefree ways to experience Temecula Valley Southern California Wine Country is on a wine tasting tour via mini-coach, shuttle, limousine, or trolley. The tour companies will pick guests up from the hotels for a four to five-hour day of exploring wine country. Reservations are required.





GEOGRAPHY+ *Climate*

Just over the Coastal Mountain Range to the west of Temecula Valley Southern California Wine Country, is the Pacific Ocean. At the valley's southwest corner are the hallmark Rainbow Gap and the Santa Margarita Gap, a dramatic canyon formed by the Santa Margarita River. The San Jacinto Mountains and Santa Rosa Mountains border the Valley on the east. To the southeast is Palomar Mountain.

Temecula Valley spans a 32-square mile (51 km) area. Elevations range from approximately 1,175 to 2,600 feet (358 to 792 meters). The region is distinguished by natural, rolling hills with a big, open sky overhead. In winter, the snow-capped peaks of Mount San Jacinto and Palomar Mountain, as well as Mount San Bernardino and Mount San Geronio to the north, semi-circle the valley's panoramic vistas.

CLIMATE AND AVERAGE TEMPERATURES

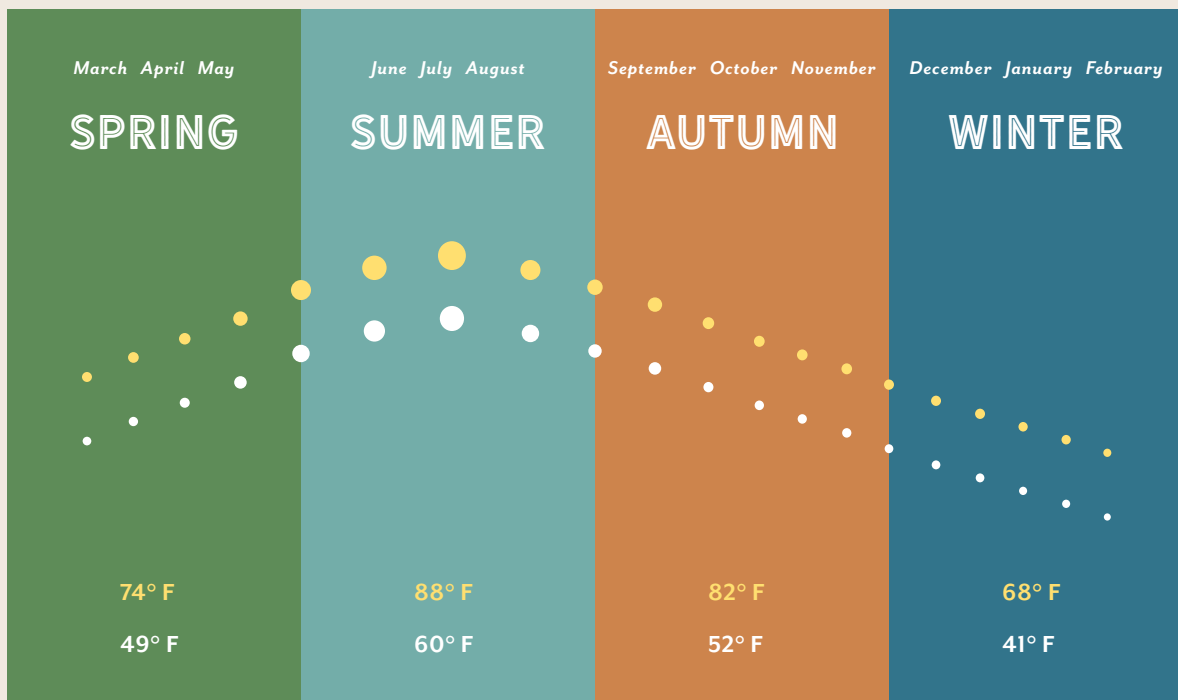
Temecula Valley Southern California Wine Country enjoys welcoming weather year-round, often characterized as a Mediterranean climate with warm, dry summers, and cool winters with relatively low rainfall. Also significant is the valley's general weather pattern of morning mist, warm midday sun, cooling afternoon ocean breezes and cooler nights. This tempo of nature lends a pleasing, natural rhythm to any schedule for the day.

The dynamics of onshore-flow bring cool, gentle winds from the coast to Temecula Valley almost daily. The same dynamics also pull cool, moist, ocean air into the valley, most often in summer. These conditions combined help keep summer daytime temperatures lower and air quality better than that of surrounding Southern California areas.





AVERAGE *Temperatures*



Season Average Daytime High + Nighttime Low

**ANNUAL RAINFALL IN TEMECULA VALLEY
SOUTHERN CALIFORNIA WINE COUNTRY
AVERAGES 14 INCHES**

TO OUR TOGETHERNESS *setting us* APART

THREE ATTRACTIONS CONTRIBUTE TO A WINE-PLUS EXPERIENCE: DOWNTOWN OLD TOWN TEMECULA, TEMECULA VALLEY SOUTHERN CALIFORNIA WINE COUNTRY, AND PECHANGA RESORT CASINO.

EACH HAVE UNIQUE CHARACTERISTICS WORTHY OF EXPLORATION WHERE SHOPPING, OUTDOOR RECREATION, TASTING, DINING, AND ENTERTAINMENT ARE THE TOP THINGS TO DO. RECOGNIZED BY WINE ENTHUSIAST MAGAZINE AS A 2019 10 BEST WINE TRAVEL DESTINATION PROVES THE WORLD IS TAKING NOTICE OF THIS LOVELY, AUTHENTIC TOWN LOCATED IN THE CENTER OF SOUTHERN CALIFORNIA, U.S.A.



DOWNTOWN OLD TOWN TEMECULA

With a backdrop of untouched hillsides that bloom with lilac in spring, dynamic Downtown Old Town Temecula is Temecula Valley Southern California Wine Country's lively entertainment-dining-shopping district. The vibrant, pedestrian-friendly, hip and historic, 12-block neighborhood melds genuine appreciation for Temecula Valley's rich history with casual, contemporary Downtown Temecula style.

Visitors enjoy Old Town Temecula for its festive special events, lively nightlife, live entertainment, farm fresh dining options, welcoming wine and brewery tasting rooms, and unique, specialty shops. Historic buildings have been repurposed as restaurants, hotels, museums, and retail shops.

Local, artisan shops like Temecula Olive Oil Company garner an exceptional following for their quality products. Other made-in-Temecula products featured include Temecula Lavender Company and Old Town Spice & Tea Merchants.

TEMECULA VALLEY SOUTHERN CALIFORNIA WINE COUNTRY

Temecula Valley Southern California Wine Country is a beautiful wine region of rolling hills with high mountains forming a dramatic backdrop. Nearly 50 wineries thrive in the diverse appellation that is gaining well-deserved recognition for its quality, premium varietal, and proprietary blended wines.

Visitors from around the world are attracted to Temecula Valley Southern California Wine Country by its natural gifts of climate and geography, and they keep returning for the region's friendly wineries, great food, relaxed and carefree atmosphere. With so many things to do, a three to five-night stay is recommended. Temecula Valley also makes a great hub to see everything in southern California since all major airports, attractions and cities are only about an hour away in each direction.

PECHANGA RESORT CASINO

Pechanga Resort Casino is a AAA Four Diamond resort and one of the largest casinos in the U.S. The spectacular Journey at Pechanga golf course garners highly desirable accolades from top golf publications and is recognized as one of the finest golf courses in California. Pechanga Resort Casino is also recognized as one of Southern California's premier live venues for concerts and entertainment. The property also features 13 restaurants, 4.5 pool complex, and a luxury spa.





TEMECULA *History*

Temecula is a name derived from the area's largest, Native American ancestral village; it is said to mean "place of the sun." The first travelers to Temecula were Spanish explorers and Franciscan missionaries (1700s and early 1800s), followed by travelers who arrived via the southern Emigrant Trail (beginning in the 1820s), then by Butterfield Stage (1858) followed by the railroads (1882). The first, paved, two-lane road (ancestor of Highway 395) was built through Temecula in 1915.

From the 1800s until the 1960s, cattle were the backbone of the Temecula Valley economy and Temecula's Old West lifestyle flourished. The mid-1960s saw the purchase of more than 87,500 acres of ranch land, and the launch of a semi-urban, pastoral, master-planned community to be known as Rancho California.

In 1968 and 1969, the first of Temecula Valley Southern California Wine Country pioneers had purchased acreage and planted their vineyards; and in 1974, the founding of Callaway Winery marked the beginning of winemaking in Temecula Valley. The area now boasts nearly 50 wineries with thousands of award-winning wines.





OLD TOWN *History*

Gateway Arches at the northern and southern entrances to Downtown Old Town Temecula depict themes from Temecula Valley history. In 1859, the first U.S. post office was established in Temecula. Marking Temecula's permanence and importance, the year '1859' is boldly detailed and centered on each Gateway Arch. This was the era of the Butterfield Stage. In the more than 150 years since, Temecula has seen many influences and several incarnations.

The Temecula town site was established with arrival of the railroad in 1882; those railroad days endured into the 1930s. Today, more than a dozen historical properties dating as far back as the 1890s still exist and have been repurposed and reopened in Downtown Old Town Temecula.

Just as the stagecoaches and railroad had done, new roads in the early 1900s helped to open up Temecula to the outside world. The Inland Highway (the first, paved, two-lane, county road and ancestor of Highway 395) was built through Temecula Valley in 1915. Until 1949 it ran down Front Street where restaurants, gas stations, and motels served those travelling through the Temecula Valley.

Meanwhile, from the 1800s until the 1960s, cattle were the backbone of the Temecula Valley economy with great cattle drives from the backcountry. In 1905, cattle baron Walter Vail began buying vast acreage surrounding the town of Temecula. By 1947, the Vail Ranch included more than 87,500 acres. Walter's son, Mahlon Vail managed the operation for many years and Temecula's Old West lifestyle flourished.

In 1964, the Vails announced the sale of their ranch to a consortium of developers who had plans for a semi-urban, pastoral, master-planned community to be known as Rancho California. When the City of Temecula was incorporated in 1989, residents voted to retain the name of the original Native American village and eventual railroad town site.







WINE COUNTRY *History*

The region we now call Temecula Valley Wine Country was first used to grow winegrapes in the 19th century, when California missionaries arrived from Spain and cultivated vineyards to make sacramental wine. During this time, Southern California produced more wine than Northern California.

The first modern commercial vineyards were planted in 1968 by Vincenzo Cilurzo and his wife Audrey. Later that year, Brookside Winery planted a vineyard. In 1971, Brookside Winery, produced the first commercial wines made from Temecula grapes. Callaway Vineyard and Winery began farming grapes in 1969 and opened the first Temecula winery in 1974. Mount Palomar Winery opened in 1975, and in 1978 the Cilurzos opened the third Temecula winery. Their original vineyard is now owned by Maurice Car'rie Winery.

Temecula Valley received formal recognition as an American Viticultural Area in 1984, first as "Temecula AVA" with a subsequent name change to "Temecula Valley AVA" in 2004. Today, the Temecula Valley AVA is home to nearly 50 wineries.

The Federal Register lists the official area for the Temecula Valley AVA at 33,000 acres. Approximately 2,500 acres are currently planted as commercial vineyards. Within the appellation there are 5,000 acres located in a "protected" area referred to as Citrus/Vineyard Zone.





TO SAVORING
every last
DROP OF
THE DAY



LIVE
GLASS
FULL



Where to

EAT + DRINK

Complementing the ever more mature and sophisticated wine scene in Temecula Valley is an emergent foodie landscape with some extremely talented culinary mavericks at the helm. Catering to virtually every taste, the Valley now features a multitude of exquisite cuisine ranging from farm-to-table to ethnic and adventurous. We not only live Glass Full, we live Plate Full as well.

In Downtown Old Town Temecula, independent restaurants, bistros, and coffee houses serve fresh, creative cuisine, classic and authentic-ethnic fare, and robust java. In Temecula Valley Wine Country, the pleasures of food and wine are enjoyed overlooking rolling hills and vineyards. Twenty winery restaurants expertly pair premium, award-winning wines with uniquely inspired menus featuring seasonal foods. Pechanga Resort & Casino hosts 11 outstanding places to dine, including four gourmet restaurants.

Temecula Valley Southern California Wine Country may be known for its award-winning wines, but with a growing number of high-quality craft breweries hitting the hops on the west side of town, a distinct Temecula Valley ale trail is taking shape. Like our wineries, Temecula Valley breweries are making a name for themselves in prestigious competitions and on carefully curated beer lists around the country. Sample local IPAs, stouts, lagers, pilsners, and more at brewery-based tasting rooms. And don't miss the distillery and the meadery nearby!



Here's ^{TO} TUESDAY TASTING LIKE A SATURDAY



Although centered around wine, Temecula Valley is a wine+ destination offering engaging experiences and events that complement wine country. Outdoor recreation and entertainment can be found throughout the valley. Living life glass full is playing outdoors and Temecula Valley has plenty of options.

At sunrise, epically colored hot air balloons rise and glide on golden sunshine and valley breezes. Horseback and cycling adventures through the vineyards keep the adrenaline and adventure flowing. Or explore nature on foot hiking among the oaks below the hawks, around a lake, or on an ecological reserve. Animal lovers can visit an alpaca farm or a small exotic zoo. Splashy pool cabanas and casino tables raise the stakes. As evening settles over buzzing vineyard patios and the streets in Old Town, chords of live music fill the air.

From hidden doors to wide open possibilities, Old Town Temecula's history, art, goods, food and drinks are some of the reasons to spend an entire day taking in the 12-block walking district. Cowboys may not ride here like they used to in the late 1800's but they left their stories in this spirited small-town atmosphere.

Minutes away, Pechanga Resort Casino is dealing out the fun with the excitement of Vegas, plus everything for an ultimate casino experience. As the largest casino in the Western United States, Pechanga raises the bar with its luxury offerings. Nightly entertainment includes world-class music acts and Broadway productions. See the beautiful canyon setting while golfing on their award-winning course or relax and rejuvenate at Spa Pechanga.







Signature

EVENTS

THERE'S A REASON TO
RAISE YOUR GLASS EVERY
SEASON, WITH MORE
THAN 30 ANNUAL EVENTS
YEAR-ROUND.

SPRING

March, April, May

Chocolate Decadence & Wine Festival
Temecula Blues Festival
Sushi & Sake Festival
Old Town Temecula Rod Run
Reality Rally
Craft Brew Month
Temecula Valley Balloon & Wine Festival

SUMMER

June, July, August

Temecula Art & Street Painting Festival
Summer Solstice
Old Town Live
4th of July Parade & Firework Spectacular
MicroBrew Festival & Chili Cook-off

FALL

September, October, November

Temecula Valley Wine Month
CRUSH Wine & Culinary Showcase
Old Town Temecula Outdoor Quilt Show
Ralph Love Plein Air Festival
Greek Festival
Peltzer Farms
Big Horse Feed Corn Maze & Harvest Festival

WINTER

December

Temecula Chilled
Holiday Taste of Old Town
Three open air ice skating rinks
New Year's Eve Grape Drop

WINTER

January, February

Annual Barrel Tasting Celebration
Valentine Romance

PLUS

California-Certified Farmers Market every
Saturday morning in Old Town, Tuesday morning at Vail
Ranch Headquarters, and Wednesday morning
at Promenade Temecula.

**Please also see the Event Calendar
at VisitTemeculaValley.com.*



WHERE *to stay*

Options of where to stay are as varied as our experiences including relaxing hideaways and luxurious homes to popular brands and expansive resorts. Everything is a short drive away whether staying in wine country, Old Town, Uptown, or the canyon.



BRAND HOTELS & MOTELS

- Best Western Country Inn
- Best Western Plus
- Embassy Suites
- Extended Stay America
- Fairfield Inn & Suites
- Hampton Inn & Suites
- Hilton Garden Inn
- Holiday Inn Express
- Home2 Suites
- La Quinta Inn & Suites
- Quality Inn
- Rodeway Inn
- Signature Temecula
- SpringHill Suites by Marriott
- Staybridge Suites
- Motel 6
- Rancho California Inn





BOUTIQUE HOTELS & INNS

- Inn at Churon Winery
- The Inn at Europa Village
- The New Inn



VACATION RENTALS

More than 500 vacation rentals are in Temecula Valley Wine Country with a variety of experiences available for a romantic getaway or family reunion.



RESORTS

- Bolero Casitas at Europa Village
- Carter Estate Winery & Resort
- Pechanga Resort Casino
- Ponte Vineyard Inn
- South Coast Winery Resort & Spa
- Temecula Creek Inn



Los Angeles
90 miles

SANTA ROSA
PLATEAU



Clinton Keith Rd.

Hemet

79N

TEMECULA VA
at French Valley

THE GOLF
CLUB



15

California Oaks Rd.
Madison St.
Jefferson Ave.

Murrieta Hot Springs Rd.

Murrieta Hot Springs Rd.

LODGING

- 1 Pechanga Resort Casino
- 2 Best Western Country Inn
- 3 Best Western Plus
- 4 Carter Estate Winery and Resort
- 5 Embassy Suites Hotel
- 6 Extended Stay America
- 7 Fairfield Inn & Suites by Marriott
- 8 Hampton Inn & Suites
- 9 Hilton Garden Inn
- 10 Holiday Inn Express
- 11 Home2 Suites by Hilton
- 12 Hotel Temecula
- 13 Inn at Churon Winery
- 14 Inn at Europa Village
- 15 La Quinta Inn & Suites
- 16 Motel 6
- 17 Palomar Inn Hotel
- 18 Quality Inn Wine Country
- 19 Rancho California Inn
- 20 Rodeway Inn
- 21 Signature Temecula
- 22 South Coast Winery Resort & Spa
- 23 Springhill Suites by Marriott
- 24 Staybridge Suites - Wine Country
- 25 Temecula Creek Inn
- 26 The New Inn

Rancho California Road

15

TEMECULA
MUSEUM

PROMENADE
TEMECULA

BLACK MARKET

KARL STRAUSS

WILD BARREL

THE LEGENDS

Jefferson Ave.

Pio Town Front Street

Moreno Road

Mercedes Street

Sixth St.

Fifth St.

Fourth St.

Old Town Front Street

Main St.

Third St.

Second St.

First St.

Pujol St.

Santiago Rd.

Ynez Rd.

Winchester Rd.

Margarita Rd.

Nicolas Rd.

Overland Dr.

Diaz Rd.

Galway

Relentless

Refuge

Chamber

Pauba Rd.

Santiago Rd.

Ynez Rd.

79N

15

18

7

24

6

10

23

9

8

5

11

21

25

26

THEATER

CHILDREN'S
MUSEUM

CIVIC CENTER

VISITOR
CENTER

CROSS
CREEK

old town
temecula

expanded view

RONALD REAGAN
SPORTS PARK

TEMECULA
CREEK INN

San Diego
60 miles

JOURN
PECHA



Wine country



LELY AIRPORT

changa resort casino

VISIT
TEMECULA VALLEY



Palm Springs 70 miles
Temecula Olive Oil Company Ranch 6 miles

- WILSON CREEK
- MONTE DE ORO
- DOFFO
- CHAPIN
- FOOT PATH
- VITAGLIANO
- MASÍA DE LA VINYA
- COUGAR
- FRANGIPANI
- DANZA DEL SOL
- LEONESS
- GERSHON BACHUS
- SOMERSET
- ROBERT RENZONI
- FAZELI
- ALTÍSIMA
- OAK MOUNTAIN
- AVENSOLE
- SOUTH COAST
- PONTE
- WIENS
- BOTTAIA
- LORENZI
- PA Lumbo
- LORIMAR
- BERENDEA
- CARTER ESTATE
- FALKNER
- JULIE'S DREAM
- AKASH
- VIENDEMA
- LUMIERE
- LONGSHADOW RANCH
- PELTZER
- MT. PALOMAR
- MIRAMONTE
- BAILY
- EUROPA VILLAGE
- VIENZA
- CALLAWAY
- BOLERO
- HART
- CHURON
- THORNTON
- BRIAR ROSE
- MADERA DE PLAYA
- BEL VINO
- MAURICE CAR'RIE
- BELLA VISTA

TEMECULA BREWING

REDHAWK

PAT BIRDSALL SPORTS PARK

KEY AT ANGA



3.14
MILLION

Annual Visitors



\$1.3
BILLION

Direct Travel Spend



27

Hotels - Motels - Resorts - Inns

WINERIES 47

BREWERIES 14

DISTILLERIES 3

WINE COUNTRY RESTAURANTS 19



Visitor INFORMATION

These stats represent 2019 numbers.



500⁺

*Wine Country
Vacation Rentals*



\$47.1 MILLION

*State & Local Tax Revenue
Due to Travel*



9,110

Tourism Jobs

PECHANGA RESTAURANTS 11

OLD TOWN RESTAURANTS 26

PROMENADE RESTAURANTS 9

THE MAKERS & MAVERICKS

of Temecula Valley

THESE ARE JUST SOME OF OUR AMAZING, TALENTED, AMBITIOUS MAVERICKS AND MAKERS THAT HAVE CONTRIBUTED TO THE CHARACTER AND MINDSET THAT HAS FORMED THE DESTINATION INTO WHAT IT IS TODAY AND GUIDING US INTO TOMORROW. EVERY DAY THEY ARE LIVING EVERY DROP OF LIFE TO THE FULLEST.

BILL WILSON

Family and community are the common threads that weave throughout everything that represents the Wilson Family and Wilson Creek Winery & Vineyards.

In the middle of that family is Wilson Creek's CEO Bill Wilson who's adventurous and savvy parents purchased the land to build what is now one of the premier wineries in Temecula Valley Wine Country in the mid-90s.

Although it's one of the larger wineries in the region, Bill Wilson and the entire Wilson clan have maintained a comfortable, family-friendly vibe. With four generations

of Wilsons living on the property guests can be assured they will be treated to a true down-home wine country experience.

Bill Wilson proved an innovator to the wine industry with the production of White Cabernet, which isn't typical, but the winery sells thousands of cases annually. Wilson Creek was also one of the first wineries to host weddings and events which brought a true tourism feel to wine country.





JOSEPH WIENS

The passion and love for incredible culinary and wine experiences was planted in Wiens Family Cellars owner Joseph Wiens at a young age as he grew up watching his parents thrive in Napa Valley. “I was exposed to incredible foods and was taught to appreciate different wines and winemaking styles with (very small) tastes of wine,” Joseph Wiens said.

Those seeds grew through the years during which time his father Doug Wiens, founding winemaker at Wiens

Family Vineyards, taught his son the basics along with the finer nuances surrounding the art of winemaking. Fifteen family members now work at the winery.

When he’s not walking through and tending to his vineyards, tasting the fruits of his labor or sharing stories with people in the tasting room, he can be seen with a paintbrush in his hand. He has created the stunning artwork for several labels over the years.

THOM CURRY

For Thom Curry, it was an olive tree he planted at the ripe young age of 6 that kick-started his lifelong love for all things olive. As an adult, grapes replaced olives for several years as he spent nearly two decades working in the wine industry until his focus shifted back to the world of olives in Southern California.

“My background in wine making has been a huge asset with developing our proprietary blends,” Curry said. “Not just with traditional olive oils, but also our co-milled oils, where we secure local produce from our farming community.”

Curry leveraged his experience of sitting on the California Olive Oil Council for close to 20 years and designed and developed his own equipment. The new production equipment, which is a blend of Old World and New World technology, is considered cutting edge in the industry.

He also developed the first mobile mill ever created and takes the mill to UC Davis to educate people in from all over the world.





CURT KUCERA

As the burgeoning craft beer scene began taking shape in the Temecula Valley during the last decade, one home brewer brought his highly sought after brews to the public and opened Refuge Brewery in 2012.

For years, Refuge Brewery founder Curt Kucera perfected his craft in the garage of his family home, allowing neighbors and friends to sample his creations and he quickly developed a loyal, local following.

“Originally, the brewery was planned to be very small and serve as a local brewery/taproom,” Kucera said. “However, our beers caught on and demand guided our growth.”

“What I enjoy most about running a brewery is the creativity,” Kucera said. “Brewing beer is a wildly creative activity. There are literally thousands of styles of beers and millions of ingredient combinations to personalize the beers we brew.” It’s likely you’ll see Kucera driving a forklift or pouring beers for thirsty guests on any given day.

AKASH PATEL

For years the Patel Family dreamed of owning a winery and even purchased a painting of a beautiful vineyard that they hung above their fireplace mantle to keep their dream alive and within eyesight.

With Akash at the helm, their vision of a slice of wine country paradise in Temecula Valley began to take form as they prepared the land, carefully planted vines and began building what is now Akash Winery & Vineyards.

“The dream of my parents became my passion,” Akash Patel said. “When my parents named the property after

me, they gave me a pathway for their legacy and dream to live on, and I am honored to do just that.”

Akash credits his parent’s incredible tenacity and work ethic to the success and popularity of the winery.

“My parents came to America with nothing in their pockets but a dream and I have witnessed all the hard work they have put into building a legacy, and they are my inspiration to continue to grow our winery.”





GINA LAMORA

An eye for all things beautiful combined with a love of hosting events led Gina LaMora to found Grazing Theory Lavish Charcuterie, where artisanal cheeses and meats are the stars of the delicious show.

Her creations are works of edible art in which clients are treated to awe-inspiring charcuterie boards with LaMora's distinguished eye for scrumptious detail.

She operates the thriving business out of Grazing Theory Wine & Cheese shop in Vail Headquarters. The comfortable space is open for private events, enlightening

culinary workshops, or if visitors just want to stop by for a glass or bottle of wine and a mini charcuterie box.

"I've always had a passion for entertaining guests," LaMora said. "I love to see the 'wows' when they sit down at a beautiful tablescape."

LaMora's strong work ethic and love for fresh ingredients was instilled in her during time spent working alongside her siblings on her grandparent's farm in South Africa during school holidays.

BJ FAZELI

Ancient Persian traditions and a zest for life played a big role in Fazeli Cellars owner BJ Fazeli's decision to follow his dreams and open a world-class winery in the Temecula Valley.

Always a maverick, Fazeli worked all over the globe creating a wide range of successful businesses including art galleries, boutiques and restaurants, but his desire to realize his dream to build a winery never waned and he dove into the world of wine in the 2003.

When he announced his winemaking plans, peers and friends were skeptical and many urged him not to take the leap.

"I wanted a winery that honored the ancient traditions of my Persian heritage yet paid tribute to California's contemporary character, and I knew Temecula Valley Wine Country was the perfect location."

Fazeli adds, "My story is an American dream come true."





DAMIAN DOFFO

A love of farming and making wine runs deep in Damian's blood as his father Marcelo grew up in Argentina on his family's farm and passed his knowledge and skills to his son over the years as the younger Doffo watched, then helped his dad tend to their vines over the years.

"My favorite part of being a winemaker in the Temecula Valley is the challenge of establishing the credibility and quality of our wines to our wine peers in other regions and to the national wine media," Damian Doffo said.

Damian and his father, Marcelo Doffo, share their love for wines as well as vintage motorcycles. They both compete in the vintage racing series AHRMA. They decided to merge their two passions with MotoDoffo wines. Visitors to the winery can taste these award-winning wines and see their collection of nearly 200 vintage motorcycles and scooters spanning eight decades.

MARIKA MATSON

Ever since she was a young girl Marika Matson's life revolved around her love of horses. She began her equine career at 11 years old when she landed a job shoveling manure on a horse farm.

"I made \$3 per hour and I worked every day after school," Matson said. "It was my dream job and the art of shoveling manure is now engrained in my very being."

Over the years while working on various farms she stayed up late looking after mares and their babies, while learning from the best horsemen and women

in the Temecula Valley. Matson eventually turned her passion into a thriving horse-centric business and founded Temecula Carriage Company in 2007.

Temecula Carriage Company offers a variety of carriage rides from romantic private tours to group excursions featuring wine tours, and seasonal activities.

"The best way for me to explain my passion is to describe it as my gift," Matson said. "I think gifts are meant to be shared."





HANY ALI

Growing up on the white sandy beaches in an Egyptian coastal town teeming with delectable fresh seafood and sun-drenched tourists laid the groundwork for Chef Hany Ali, the Executive Chef at Bolero Restaurant, at Europa Village.

At the young age of 14, Chef Hany embarked on his culinary adventure at a swanky hotel in Egypt apprenticing under a master chef. He quickly proved himself through his natural abilities in and around the kitchen along with his tenacious and curious spirit.

“A chef is not a career path or job title, it is a way of life,” Chef Hany said. “It’s a never-ending dedication and extreme focus on both the food and workings of my kitchen. Yes, I do mean never-ending. Chefs eat, breathe and live for their craft.”

Chef Hany can be seen foraging for fresh vegetables, herbs and spices in the winery’s kitchen garden and often comes into the dining areas to meet diners and make sure they are enjoying their meals.

JIM CARTER

The 63-acre South Coast Winery Resort & Spa is well known for their broken records in competitions over the years, but few are aware of its founder, Jim Carter.

Born and raised in Ohio, by age 16 Carter began his career as a builder. Carter’s love for building brought him to California at the age of 18 and was named the “youngest carpenter journeyman to ever enter into the union.”

Carter expanded his portfolio widely and successfully just before the savings and loan disaster of the 90s. For the next ten years, he aggressively sold his assets and reduced his workforce.

In 1995 while watching the movie, “A Walk in the Clouds,” he experienced a life-changing epiphany, thinking of his own 400-acre parcel of land he hung onto throughout those troubling years.

Carter determined the conditions on the land were ideal for growing outstanding varietals of grapes. With the assistance of his children, gardeners, and saved quarters he collected from his laundry facilities, Carter planted a vineyard.



A group of people are seated at a long, rustic wooden table outdoors, enjoying a meal and drinks. The setting is a lush vineyard with rolling hills in the background under a sunset sky. The people are dressed in casual, outdoor-appropriate attire, including hats and jackets. The table is set with plates of food, glasses of wine and beer, and small decorative items. The overall atmosphere is relaxed and scenic.

VISITOR *Resources*

TEMECULA VALLEY VISITOR CENTER

Open Mondays — Saturdays

28690 Mercedes Street, Suite A, Temecula, CA 92590

Adjacent the Old Town Temecula Parking Garage - parking is free

951-491-6085 888-363-2852

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Visitor Guide

Meeting & Event Planning Guide

Event Calendar

Wine Country Map

A group of four people are seated at a long, rustic wooden picnic table in a lush, green outdoor setting. They are smiling and appear to be enjoying a meal. The table is set with plates of food and glasses. In the background, there is a large, leafy tree on the left, a wooden fence, and a string of lights hanging across the scene. The sky is filled with soft, warm colors from a sunset, transitioning from orange and yellow near the horizon to a pale blue at the top. The overall atmosphere is relaxed and scenic.

**TO THE MAVERICKS AND FREE SPIRITS
OF THIS VALLEY WHO WILL GROW IT, MAKE IT,
AND UNCORK IT FOR US ALL.**

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