

## **Visit SLO CAL Celebrates American Craft Beer Week with Discounts Along the SLO CAL Brewery Trail**

**San Luis Obispo County, California – May 10, 2022** – As craft breweries continue to gain speed, Visit SLO CAL is celebrating American Craft Beer Week, May 16-22, 2022, by partnering with local craft breweries to offer food and drink discounts throughout SLO CAL. The breweries offering promotions are all a part of the SLO CAL Brewery Trail and certified as SLO CAL Crafted.

SLO CAL has an abundance of local craft breweries that add to the appeal of the destination. To promote SLO CAL's craft beer scene, Visit SLO CAL will be partnering with Wild Fields Brewhouse in Atascadero, California Coast Beer Company in Paso Robles and Central Coast Brewing on Higuera in San Luis Obispo to offer special deals throughout American Craft Beer Week.

“With nearly 40 crafters along SLO CAL's Brewery Trail, Visit SLO CAL is proud to promote the diverse craft beer scene happening throughout the county,” said Chuck Davison, President and CEO of Visit SLO CAL. “In SLO CAL, it's not unusual to meet brew masters while enjoying authentically made beers straight from the tap.”

SLO CAL's 2022 American Craft Beer Week food and drink deals vary by brewery. On Monday, the 16<sup>th</sup>, Wild Fields Brewhouse will be offering \$2 off pints and 50-percent off appetizers. On Wednesday, May 18<sup>th</sup>, California Coast Beer Company will be offering two for the price of one on pints and flights. On Thursday, May 19<sup>th</sup>, Central Coast Brewing will be offering \$2 off pints and 50-percent off appetizers.

To further help locals and visitors alike make their way through SLO CAL, the SLO CAL Brewery Trail has been created, helping identify craft breweries throughout the county. The SLO CAL Brewery Trail offers a variety of local brewery manufacturers and taprooms open for tastings. SLO CAL breweries range in size and experience, with some offering pours directly from the brew master.

For more information about SLO CAL, go to [SLOCAL.com](https://SLOCAL.com).

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### **About American Craft Beer Week**

American Craft Beer Week recognizes the small and independent breweries throughout the nation, changing the craft beer scene for the better. The celebratory week is hosted by the Brewers Association (BA), a not-for-profit trade association that works to protect American craft brewers and the community of brewing enthusiasts. Celebrating its 16th year running, American Craft Beer Week encourages consumers to support local breweries, taprooms and brewpubs. Please visit [craftbeer.com](https://craftbeer.com) to learn more about American Craft Beer Week.

**About SLO CAL Crafted**

SLO CAL Crafted is a designation developed by Visit SLO CAL to help travelers identify genuinely local products and directly support the business communities that makes SLO CAL so special. Visit SLO CAL strives to promote SLO CAL as a destination filled with unique products worth traveling for by encouraging consumers to seek out SLO CAL Crafted businesses. Eligibility requires verifying the product/experience/service enhances tourism by being headquartered in SLO CAL, has a brick & mortar or retail location in SLO CAL, employs at least one full-time employee based in SLO CAL and has at least 50-percent of primary design and manufacturing done in SLO CAL. For more information, visit [SLOCAL.com](https://www.slocal.com).

**About Visit SLO CAL**

Visit SLO CAL is the countywide non-profit destination marketing and management organization (DMMO) for San Luis Obispo County (SLO CAL). Visit SLO CAL is responsible for promoting SLO CAL as an attractive travel destination and enhancing the public image as a dynamic place to live and work. Through the impact of travel, Visit SLO CAL strengthens the economic position and provides opportunity for all people in the community. Built on research with a strategy of continuous improvement, Visit SLO CAL aims to establish SLO CAL as a favorite West Coast destination known for its signature slower pace of life and unique mix of incredible, immersive guest experiences. For more information, visit [SLOCAL.com](https://www.slocal.com).