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FOR IMMEDIATE RELEASE

**CELEBRATE NATIONAL DRINK WINE DAY WITH A “SIP-ABLE”
SOCIAL FORWARD VIDEO SERIES FROM
VISIT SLO CAL: “WINE-O-ONE”**

*Uncork the fun and explore SLO CAL’s lively, accessible
and enjoyable wine culture*

*“Wine-O-One” is developed in collaboration with Travel Paso and the Paso
Robles Wine Country Alliance to showcase SLO CAL’s laidback approach
to bringing people together through wine*



(High-Res Imagery available [HERE](#). Courtesy of Visit SLO CAL)

San Luis Obispo County, California, (February 18, 2025) – [Visit SLO CAL](#)® (VSC), the official destination marketing and management organization (DMMO) for San Luis Obispo County (SLO CAL) is launching “Wine-O-One” on National Drink Wine Day. “Wine-O-One” is a fresh, fun video series created to redefine wine for a new generation. In partnership with [Travel Paso](#) and the [Paso Robles Wine Country Alliance](#) (PRWCA) this campaign aims to break down the walls of wine culture and make it as approachable and enjoyable as a good hang with friends.



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With over 250 wineries across two of California's top American Viticulture Areas (AVAs), [Paso Robles Wine Country](#) and the [SLO Coast Wine Region](#) – SLO CAL is one of the state's most diverse and exciting wine regions. The region's diverse landscapes, laidback vibes and coastal influences create the perfect environment for both casual wine drinkers and aficionados to connect and create memories. "Wine-O-One" intends to show a whole new audience that wine is not exclusive; it is for anyone looking to enjoy good times with good people.

"We are thrilled to introduce 'Wine-O-One,' a campaign that makes wine feel accessible, fun and far from intimidating," said Cathy Cartier, Visit SLO CAL's President & CEO. "Through this campaign we are inviting visitors to experience SLO CAL's unique wine scene with an emphasis on connection, fun and discovery. Wine is not a stuffy tradition; it is an experience meant to be shared."

"Wine-O-One" aims to bridge the gap between those who find wine intimidating and those who are eager to explore it but don't know where to start. By showcasing local winemakers and offering a relaxed, down-to-earth take on wine education, the series invites viewers to experience wine without the complexity and pretension. This isn't about knowing the difference between tannins and terroir—it's about sipping, laughing and making memories with friends.

"SLO CAL is deeply rooted in community, and wine is at the heart of that connection," said Stacie Jacob, CEO of Travel Paso. "The 'Wine-O-One' series brings wine to life in an approachable, engaging way – inviting a new generation to discover that wine isn't just for connoisseurs. It's about the stories in every bottle, the craftsmanship behind each vintage and the shared joy of raising a glass to life's best moments."

Through an eight-episode video series, "Wine-O-One" invites viewers to meet friendly, approachable winemakers who demystify wine in a fun and interactive way. Expect to learn how to sip, swirl and savor without feeling overwhelmed—just good vibes, great wine and a deeper appreciation for SLO CAL's diverse wine culture.

Watch the campaign videos [HERE](#). The mission behind the campaign is clear:

- Wine is not pretentious, it is approachable.
- Wine is not exclusive, it is accessible.
- Wine is not complicated, it is enjoyable.

"'Wine-O-One' is about sharing the stories of the people behind the wines and the places they're made," said Joel Peterson, Executive Director of the PRWCA. "Whether you're a seasoned wine lover or someone who's new to wine, we want to show everyone that SLO CAL is the place to relax, sip and discover."

The campaign, which launches on February 18—National Drink Wine Day—will direct people to slocal.com/wine-o-one for more content and wine partner referrals. It's the perfect invitation



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to explore SLO CAL's renowned wineries, including Aaron Wines, Castoro Cellars, High Camp Wines and MAHA Villa Creek, all of which embody the spirit of fun and inclusivity that "Wine-O-One" champions.

Beyond "Wine-O-One," SLO CAL offers a dynamic year-round calendar of wine events from Paso Robles' celebrated Blendfest and Paso Wine Fest to Edna Valley's intimate tastings and vineyard tours. These events celebrate the diverse flavors and experiences that make SLO CAL the ultimate destination for wine lovers of every age and level of experience.

- Paso Robles' [Blendfest on the Coast](#) will take place on February 20-23, 2025, in San Simeon and Cambria, including winemaker dinners, coastal excursions, blending seminars and other winery events.
- [Paso Wine Fest](#) is a four-day celebration from May 15-18, 2025, featuring 120+ wineries, live entertainment, artisans, winemakers, distilled spirits and VIP exclusives.

For more information on "Wine-O-One" and upcoming wine events, visit [slocal.com](#) or email Mayla Lohnes, mayla@slocal.com.

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ABOUT VISIT SLO CAL:

Visit SLO CAL is the countywide non-profit destination marketing and management organization (DMMO) for San Luis Obispo County, known as SLO CAL. Positioned midway between San Francisco and Los Angeles, SLO CAL features more than 100 miles of breathtaking coastline, rolling vineyards covering over 40,000 acres and some of California's most scenic open roads, including the iconic Highway 1. Visit SLO CAL promotes the region as a premier West Coast destination, celebrated for its signature slower pace of life and diverse, immersive experiences. By enhancing the area's reputation as a dynamic place to live, work and visit, Visit SLO CAL strengthens the local economy and creates opportunities for the entire community. Built on research and a strategy of continuous improvement, the organization is committed to showcasing SLO CAL's unique charm to travelers from around the world. For more information, visit [slocal.com](#).

ABOUT "WINE-O-ONE:"

"Wine-O-One" is a campaign that captures and owns the new narrative on wine, while building fame and broad destination understanding through the power of social forward and shareable 'edutainment.' "Wine-O-One" is a reintroduction to wine in SLO CAL. It is a celebration of the vintners and personalities who make wine personal, the approach which makes it welcoming and engaging and the destination that makes it unforgettable and unique. Through a series of assets to explore, the campaign positions SLO CAL as the place for individuals to experience their own wine 'renaissance.' SLO CAL is a place where the love for wine, exploration and understanding grows side by side with the breathtaking beauty and travel experience of the region.