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Visit SLO CAL and Firestone Walker Brewing Company Launch *Tapped Into SLO CAL* — Celebrating Creativity, Craft and Community

First-of-its-kind content series blends cinematic storytelling with the artistry of craft brewing

Firestone Walker CEO Nick Firestone challenges legendary brewmaster Matt Brynildson to capture the essence of SLO CAL in a single brew



High-res assets, available for download [HERE](#) (Credit: Courtesy of Visit SLO CAL)

San Luis Obispo County, California, April 7, 2026 – Visit SLO CAL (VSC), the official destination marketing and management organization (DMMO) for San Luis Obispo County (SLO CAL), today announced the launch of *Tapped Into SLO CAL*, a first-of-its-kind campaign created in collaboration with the iconic [Firestone Walker Brewing Company](#), the brewery behind bestselling brands such as Mind Haze, 805 and Cali Squeeze. Blending cinematic storytelling with the artistry of craft brewing, the five-part short-form video series sets out to answer one inspirational / impossible question: *Can you bottle a place?* The *Tapped Into SLO CAL* landing page can be viewed on VSC’s website [here](#).

“*Tapped Into SLO CAL* is a collaboration fueled by curiosity, creativity and the spirit of the region,” said Cathy Cartier, President & CEO of Visit SLO CAL. “This series with Firestone Walker celebrates the character of SLO CAL through meaningful stories and authentic experiences, allowing both visitors and residents to connect with the region in a memorable way.”



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At the heart of *Tapped Into SLO CAL* is Matt Brynildson, Brewmaster at Firestone Walker, who is challenged by CEO Nick Firestone to capture the essence of SLO CAL in a single brew. What follows is part road trip, part experiment and part love letter to the land.

“We’re excited to collaborate with Visit SLO CAL on this campaign,” said Matt Brynildson, Brewmaster at Firestone Walker Brewing Company. “The SLO CAL region is incredibly diverse, from the coast to the inland hills, with a culture shaped by its wine, music and laid-back spirit. *Tapped Into SLO CAL* reflects what makes this region so special, and it was a rewarding challenge to bring that sense of place to life in a single beer.”

Traversing the county’s backroads, coastlines and communities, Brynildson connects with winemakers, takes in the iconic Nine Sisters, navigates the surfs with a local artist and immerses himself in the music and the culture that defines the region. Every moment becomes an ingredient in shaping a one-of-a-kind beer that reflects SLO CAL’s creativity and community.

Each three-minute episode explores a different facet of the destination:

- **The Challenge** — The journey begins as Brynildson sets out to define what makes SLO CAL unique.
- **Surf & Sustainability** — A deep dive into the region’s connection to nature and the influence of the coast.
- **Beer vs. Wine** — A playful yet insightful exchange with local SLO CAL winemakers, finding the fertile common ground between two craft traditions.
- **Play It Local** — Music, community and the creative pulse of SLO CAL come to life.
- **Brewing Time** — Back at the brewery, inspiration becomes reality as the final beer takes shape.

Filmed with a nostalgic, documentary-style approach, the series emphasizes authenticity over spectacle. Sunlit landscapes, ambient soundscapes and unscripted interactions immerse viewers in the rhythm of SLO CAL life.

The series will culminate in the debut of Brynildson’s limited-edition SLO CAL beer at the [Firestone Walker Invitational Beer Fest](#) on May 30, 2026, where thousands of beer enthusiasts and media from around the world will gather. The unveiling will be accompanied by a sizzle film capturing Brynildson’s journey, leading into the moment when the first pint is poured.

In the weeks following the invitational, the limited-edition beer will be available at Firestone Walker for both locals and visitors of SLO CAL to enjoy and purchase.

For Visit SLO CAL, the campaign brings the destination’s identity to life through one of its most recognizable local icons, inspiring visitation while deepening community pride. For Firestone Walker, which celebrates its 30th anniversary in 2026, it reinforces a legacy of innovation and authenticity, showcasing how craft beer can be both exploratory and deeply rooted in home.



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Together, the collaboration brings to life a shared story that spotlights what makes SLO CAL a place unlike anywhere else.

For more information about Visit SLO CAL, visit slocal.com and follow @slocal on Facebook, Instagram and LinkedIn, 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 across over 15 communities and towns, including San Simeon, Cambria, the Town of Harmony, Cayucos, Morro Bay, Avila Beach, Pismo Beach, Grover Beach, Atascadero, Templeton, Paso Robles, San Miguel, Santa Margarita, San Luis Obispo, Shell Beach, Arroyo Grande, Oceano, Nipomo, Creston, and Los Osos–Baywood Park. 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, go to slocal.com.

ABOUT FIRESTONE WALKER BREWING COMPANY:

Founded in 1996 by brothers-in-law Adam Firestone and David Walker, Firestone Walker Brewing Company is a family-led second-generation brewery based on California's Central Coast. Helmed by CEO Nick Firestone and decorated Brewmaster Matt Brynildson, Firestone Walker's main brewery in Paso Robles produces a diverse portfolio of award-winning beers, including 805, California's #1 craft beer brand established in 2012; Mind Haze, one of the country's top hazy IPAs and Cali Squeeze, one of the nation's fastest-growing beer brands. The Firestone brand family also includes iconic beers such as DBA, Union Jack and Pivo Pils, as well as the storied Vintage Series of barrel-aged strong ales led by Parabola. As a California beer company, Firestone Walker also has two additional locations: the Barrelworks wild ale cellar in Santa Barbara County and the Propagator R&D brewhouse in Venice. More at 805beer.com and FirestoneWalker.com