

# CALIFORNIA CULINARY EVOLUTION: 2008-PRESENT



Presented to Visit California Board in May 2019







## FOREWORD



Travelers are continuously drawn to the edible experiences the Golden State has to offer: a blend of storied tradition and unrivaled agricultural bounty whirled with wild innovation.

Representing the close ties that tourism and agriculture have to the success of all Californians, a new course is served. Visit California, in collaboration with our extensive culinary industry partners, is excited to elevate the Golden State's food- and drink-centered product under a delicious new platform: **California Tastebazers**.

Today's global travelers crave more than memorable meals and understand how food reveals a sense of place. This insight, and many others, are outlined in this whitepaper — a tasting menu of how Visit California will engage this powerful culinary-minded demographic.

Leveraging Visit California's existing marketing platforms and California's distinctive brand of fresh, freethinking and fearless attitude, the organization is reintroducing the Golden State as the epicenter of a farm-to-fork lifestyle that's both luxurious and accessible, a destination where wild experimentation and enlightened multiculturalism abound. The work has already begun, including partnering with Michelin to launch the first ever state guide, and expanding the reach of California Restaurant Month, with more savory efforts underway.

California Tastebazers is the start of a mouthwatering new adventure for the state's travel and tourism industry, and Visit California looks forward to digging into this big, delicious dream.

Dream Big (and stay hungry)!

Caroline Beteta

A handwritten signature in black ink that reads "Caroline Beteta". The signature is fluid and cursive, with a large, stylized initial 'C'.

President & CEO, Visit California

## EXECUTIVE SUMMARY

California's culinary lifestyle sparks the interest of travelers around the globe, inspiring millions to visit the Golden State each year for a taste.

Not only does dining draw visitors, it also inspires them to open their wallets - to the tune of \$35.9 billion in food and beverage spending in 2017, or 27 percent of all travel spending in the state.

Travelers truly put their money where their mouth is, with dining driving more economic output than shopping and attractions combined.

California outpaces the rest of the country in terms of travelers' desire for culinary experiences, with 59 percent of travelers interested in taking a culinary trip to California, compared to only 39 percent looking to second-place Oregon for the same experience, according to Mandala Research.

And California's dining destinations are delivering on the promise, with emerging culinary scenes in dozens of cities across the state, many of which were eyed by the famed Michelin Guide as it compiled its very first statewide guide, announced in early 2019.

From America's Farm-to-Fork Capital (Sacramento) to America's Finest City (San Diego) to the country's reigning restaurant mecca (San Francisco), California's many dining havens include vast metropolises, ethnic enclaves and tiny rural hidden gems - putting the state head and shoulders above any other destination in the United States.

For more than two decades, Visit California has bolstered the state's culinary bounty as a core pillar of California's very identity. The state's 90,000 restaurants in particular are an integral part of telling California's story, and destination marketing has reaped dividends for the segment, driving \$2.5 billion in revenue in 2017.

In the last decade (2008-2018), total incremental food and beverage spending as a result of Visit California's global brand advertising program amounted to \$20.2 billion. Nearly 10,000 restaurants invest in Visit California's program of work annually.

In 2007, Visit California capitalized on the Golden State's agricultural strength and culinary culture, integrating them into its brand advertising with the launch of "The Land of Wine & Food" in partnership with the California Wine Institute.



The campaign, brought to life by celebrity-level culinary influencers such as Thomas Keller, Wolfgang Puck, Susan Feniger and Giada De Laurentiis, and lauded winemakers from Heidi Barrett to Bill Harlan, laid the foundation for the organization's efforts in the culinary space for the next decade resulting in a number of global marketing activations and driving new consumer interest in California.

Today, the once unique messaging has oversaturated the market as every destination has emerged attempting to claim the same ownership of the culinary space. In addition, the culinary landscape in terms of content, audience and marketing has evolved considerably since Visit California's inaugural initiative first launched.

Visit California analyzed how to reinvigorate the state as a distinct and appealing culinary destination to new opportunity target audiences. Strategic Marketing & Research Insights (SMARI) research revealed that Visit California's culinary target represents a significant percentage of all visitors to California – between one-third to three-quarters of audiences from all Tier 1 markets. The culinary audience also skews more

millennial with a tendency to stay longer and spend more. These findings demonstrate a valuable audience opportunity to leverage core commonalities among demographics and attitudes existing across Tier 1 culinary travelers.

To competitively differentiate the California culinary experience, Visit California has initiated a thorough planning process to deliver data-driven marketing strategies that will include developing campaigns with authentic influencers and activating social media and creative formats across the content spectrum, including print, web content and online television; analyzing best practices among successful culinary brands; and leveraging one-of-a-kind partnerships.

The latest evolution of Visit California's culinary platform – "California Tasteblazers" – is crafted to encourage discovering California as a destination for alimentary adventure and immersive one-of-a-kind edible experiences that will drive visitation across the state through company-wide integrated initiatives. Visit California will measure success through its annual SMARI research program to inform future programming.

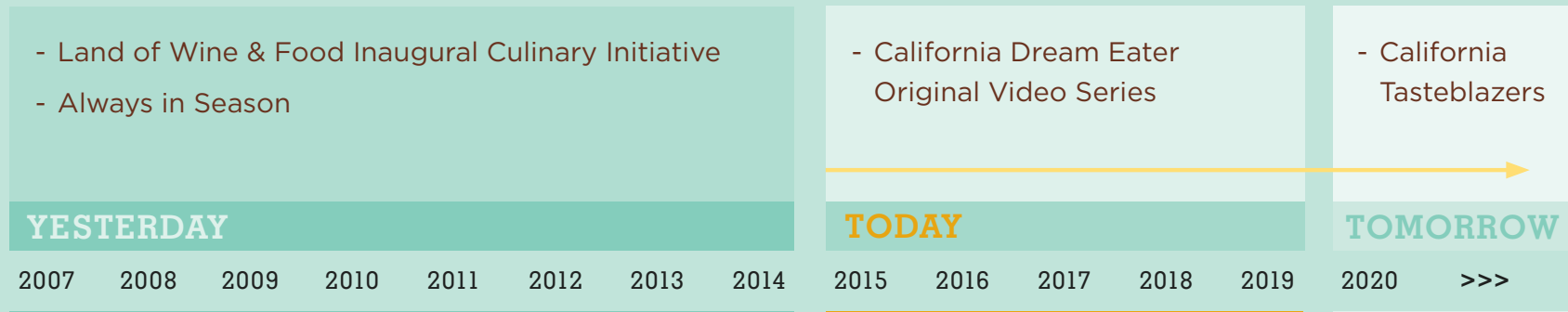


HISTORY OF CULINARY PROGRAMMING:  
**2008 – 2018**





## 10 YEARS OF MARKETING INVESTMENT



## Land of Wine & Food Initiative

In 2008, Visit California launched the Land of Wine & Food initiative in partnership with the California Wine Institute. The goal of this initiative was to leverage California's unique wine and food lifestyle, then a driver of destination choice, to attract affluent travelers and maintain the state's position as the #1 choice for wine and food travel.

The Land of Wine & Food initiative was born out of both primary and secondary research.

In January and February of 2007, Visit California embarked on a comprehensive qualitative research project with Smith & Company and MeringCarson to explore and refine California's communication strategy. While California's brand advertising had been continuously tracked from a quantitative standpoint, qualitative research of this scale had not been undertaken since 1997. The qualitative research revealed that California's food and wine culture was considered by leisure travelers to be one of the state's defining assets - a departure from the qualitative research a decade earlier. In 2007, California was seen as a pioneer in fresh, healthy food and the organic/sustainable agriculture movement, and the ethnic diversity of California was seen to yield innumerable exotic dining choices.

From a quantitative lens, a 2006 Profile of Culinary Travelers by the Travel Industry Association in collaboration with Edge Research further validated the culinary travel market. In the report, culinary travel was defined as “travel to learn about or enjoy unique and memorable eating and drinking experiences – not necessarily just those that are exclusive or highly acclaimed, but all memorable eating and drinking experiences.” These travelers were divided into groups based on how central food or wine-related activities had been to their trip and destination selection.

- \* *“Deliberate” Culinary Traveler* – food- or wine-related activities were the key reason for the trip and destination selection.
- \* *“Opportunistic” Culinary Traveler* – sought out food- or wine-related activities, but these were not a factor in destination selection.
- \* *“Accidental” Culinary Traveler* – participated in food- or wine-related activities on a trip “simply because they were available.”



While the incidence of culinary travel did not vary significantly by demographic group or region, mature travelers were less likely to engage in or express future interest in culinary travel. From a socioeconomic perspective, current and future culinary travelers held advanced degrees and had higher annual household incomes.

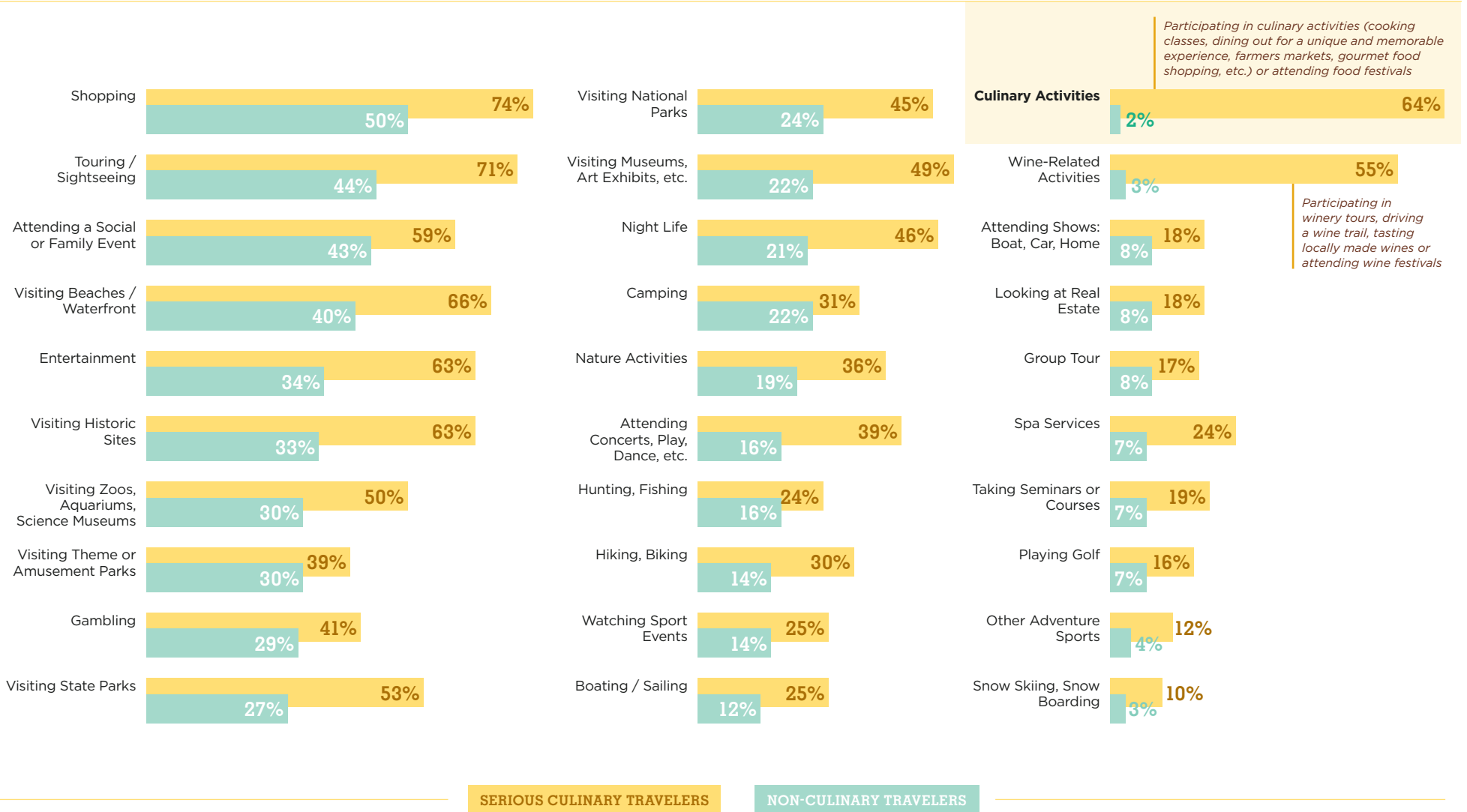
Culinary travelers were identified to be active travelers – more likely than the general leisure travel population to have participated in cultural activities (concerts, museums, etc.), enjoyed spa services, visited state/natural parks and historic sites, and participated in a variety of outdoor activities.



**Historically, culinary was an immersive but valuable niche opportunity limited to serious culinary travelers.**



## 2006 Trip Activities over Past 3 Years: Total Leisure Traveler Population



Participating in culinary activities (cooking classes, dining out for a unique and memorable experience, farmers markets, gourmet food shopping, etc.) or attending food festivals

Participating in winery tours, driving a wine trail, tasting locally made wines or attending wine festivals

Base: Serious Culinary (Deliberate/Oppportunistic) Travelers n=630; Non-Culinary (Accidental/Non) Travelers n=1734

The research showed California holding the top position as the destination most recently traveled to for both food-related (14 percent) and wine-related (31 percent) activities. California was followed by Florida (10 percent), New York (7 percent) and Texas (6 percent) for food-related trips, and by New York (10 percent), Missouri, North Carolina, Oregon and Pennsylvania (all 5 percent) for wine-related trips. For both food- and wine-related trips, travelers stayed longer (3+ days) and the majority stayed in hotels/motels/resorts.

Based on this research, Visit California defined an opportunity to establish California as a leading culinary tourism destination through development of a culinary sub-brand:



Anchored in the blend of place (California's abundance of wine and food offerings) and people (California pioneers/innovators who make those offerings/experience unique), The Land of Wine & Food promised that you, as a visitor, could live the best of all that's good in life (like a Californian). The Land of Wine & Food initiative brought a fresh perspective on local, organic, sustainable and authentic to differentiate California from competitive states.

The Land of Wine & Food campaign featured a mix of notable California winemakers, chefs and culinary artisans, including Bill Harlan, Heidi Barrett, Randy Lewis, Thomas Keller, Duskie Estes and Suzanne Goin, among many others. The inaugural campaign launched in January 2008 with an integrated mix of campaign activity, including a national television commercial ("You'll Be Back") and print campaign, along with a dedicated website, extensive public relations, including a launch event in New York City and satellite media tour with Andrew Firestone, and cooperative content and promotions.

#### **"YOU'LL BE BACK" TV**

"You'll Be Back" aired on national cable across a wide range of networks, including A&E, Bravo, E!, Fine Living, Food Network, Lifetime, TBS, TLC, TNT, Travel Channel and USA, as well as in key Canadian markets (Vancouver, Calgary, Edmonton, Toronto).







## THE LAND OF WINE & FOOD PRINT

Print advertising ran nationally in *Bon Appetit*, *Gourmet*, *Saveur*, *Wine Spectator*, *Wine Enthusiast* and *Condé Nast Traveler*, with a cooperative marketing layer that included a 12-page insert in *Bon Appetit* and *Gourmet*.



A dedicated website ([www.landofwineandfood.com](http://www.landofwineandfood.com)) was developed to reinforce California as The Land of Wine & Food, with an interactive wine finder, insider video and blog content, and statewide consumer sweepstakes featuring each region.

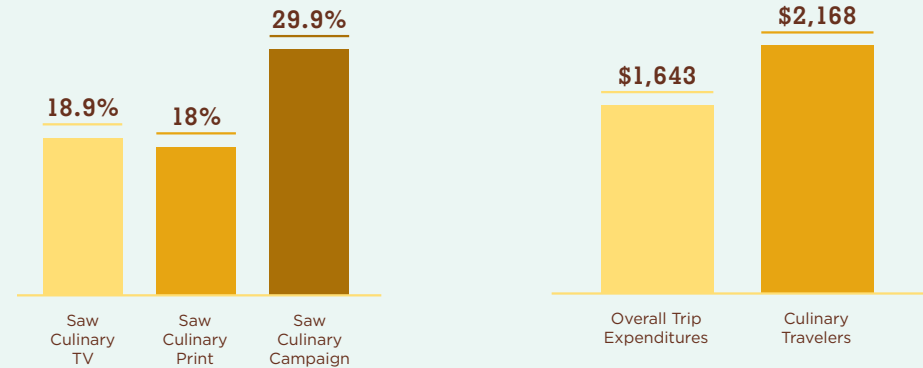


Total year one media investment in The Land of Wine & Food initiative was \$3.9 million with 258.2 million impressions delivered to the culinary target.

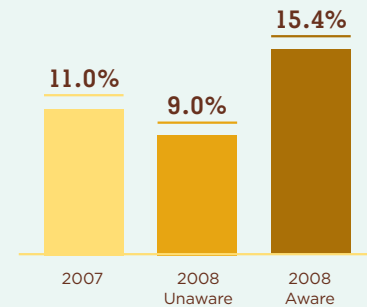
As a new layer of Visit California's Brand advertising program, The Land of Wine & Food campaign achieved an impressive 29.9 percent recall among the target audience with a 36 percent likelihood to visit. Those who recalled the culinary campaign were much more likely to indicate they had visited a winery and ate at a unique or fine dining restaurant as part of their trip, and culinary travelers spent significantly more money on their trip to California.



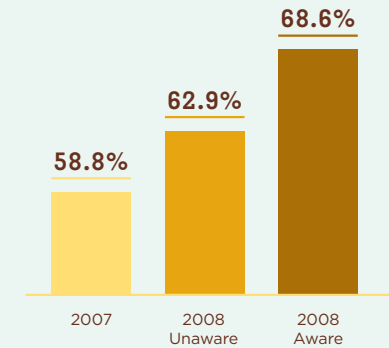
### ADVERTISING RECALL (SMARI 2008 DOMESTIC AD TRACKING)



### VISITED A WINERY



### FINE DINING OR UNIQUE RESTAURANT







Over the course of three years, Visit California invested \$8.4 million in paid media to promote The Land of Wine & Food campaign, delivering 616 million impressions that positively influenced intent and actual travel impact.



## California Restaurant Month

In 2011, Visit California saw a unique opportunity to package the many individual Restaurant Week events occurring in destinations across California into a statewide promotional event - California Restaurant Month. Each January, California Restaurant Month celebrates the Golden State's rich culinary experiences and positions California as a premiere culinary travel destination, spotlighting destinations throughout the state as they present their own local restaurant week programs and culinary offerings.

In 2019, 40 communities used the California Restaurant Month platform to attract consumers to their restaurants.



Each year, Visit California conducts a post-California Restaurant Month survey along with select exit interviews among participating destinations. In 2019 and consistent with prior years, industry respondents cited “increased awareness of (their) culinary offerings” and “increasing social reach” as the top reasons for participating in California Restaurant Month. “Establishing relationships within (their) restaurant community”

was cited as another goal (Other, open end). The majority of respondents found this Visit California program “Very Effective” or “Effective” across all aspects, including web content, earned media and social engagement. Most importantly, nearly all respondents plan to participate in California Restaurant Month again in 2020.

**Q13: HOW EFFECTIVE WERE THE FOLLOWING ASPECTS OF VISIT CALIFORNIA’S CALIFORNIA RESTAURANT MONTH PROGRAM?**

	VERY EFFECTIVE	EFFECTIVE	SOMEWHAT EFFECTIVE	NOT EFFECTIVE	NOT AT ALL EFFECTIVE	TOTAL	WEIGHTED AVERAGE
INDUSTRY COMMUNICATION	31.82% 7	<b>50.00%</b> <b>11</b>	18.18% 4	0.00% 0	0.00% 0	22	4.14
TOOLKIT	<b>45.45%</b> <b>10</b>	36.36% 8	18.18% 4	0.00% 0	0.00% 0	22	4.27
WEB CONTENT ON DINEINCA.COM	<b>36.36%</b> <b>8</b>	27.27% 6	31.82% 7	4.55% 1	0.00% 0	22	3.95
INTERACTIVE MAP ON DINEINCA.COM	<b>36.36%</b> <b>8</b>	31.82% 7	27.27% 6	4.55% 1	0.00% 0	22	4.00
TWITTER CHAT WITH #FOODTRAVELCHAT	25.00% 5	<b>30.00%</b> <b>6</b>	25.00% 5	15.00% 3	5.00% 1	20	3.55
EARNED MEDIA OPPORTUNITIES	20.00% 4	<b>40.00%</b> <b>8</b>	20.00% 4	10.00% 2	10.00% 2	20	3.50
SOCIAL MEDIA CONTENT & ENGAGEMENT	27.27% 6	<b>45.45%</b> <b>10</b>	22.73% 5	4.55% 1	0.00% 0	22	3.95
RESTAURANT MONTH CONSULTANT	<b>52.38%</b> <b>11</b>	28.57% 6	14.29% 3	4.76% 1	0.00% 0	21	4.29

**Q17: WILL YOU PARTICIPATE IN CALIFORNIA RESTAURANT MONTH AGAIN IN 2020?**









Historically, California Restaurant Month programming has been promoted through integrated campaign efforts across owned, earned and paid media channels.

Editorial content on VisitCalifornia.com covers participating California Restaurant Month destinations, with an interactive map and ancillary content to showcase events and unique culinary experiences. This content is amplified across Visit California's owned channels, including the California Now lifestyle news site and podcast, email marketing program and social media.

In the months leading up to California Restaurant Month, Visit California works to generate buzz and awareness of the participating destinations and the state's overall culinary scene by pursuing traditional earned media opportunities through proactive targeted pitching to print, digital and broadcast media.

This strategy has evolved toward hosting culinary-focused influencers with high reach and robust engagement with their followers to spotlight restaurants and special offers that visitors should have on their radar for January travel.





In 2019, Visit California hosted four influencers on culinary road trips in December and January, resulting in 14 blog posts, 301 social media posts, 56,959 engagements and 14.3 million impressions. Visit California also hosts an annual culinary-themed Twitter chat to drive additional awareness. In 2019, this social media event was hosted with #FoodTravelChat, resulting in 3,799 tweets from 423 participants with a total potential reach of 2.9 million and 46 million impressions.

In 2013, Visit California began to invest in paid media channels to broaden its reach and drive site visitation to fuel engagement with California Restaurant Month content. What started as a mix of display retargeting and paid social campaigns grew to include national partnerships with FoodandWine.com, OpenTable, Google Display Network and Pinterest.

To date, Visit California has invested nearly \$1 million in paid media support of California Restaurant Month and garnered 735 million impressions.

As California Restaurant Month has evolved to include programming beyond the traditional restaurant week model, partner destinations have continued to refine their culinary tourism approach. In 2019, an unprecedented number of participating destinations implemented a full rebrand of their restaurant week events, opting to lean more heavily on themed events and promotions to help better tell the story of their culinary community. From weeklong, citywide dining events to special food festivals, these destinations are leveraging the statewide campaign to tell California's culinary story.





#### 2019 CALIFORNIA RESTAURANT MONTH CASE STUDY:

### Visit Placer

Visit Placer leveraged the California Restaurant Month platform for the first time to celebrate the Satsuma Mountain Mandarin, the region's signature citrus crop, and demonstrate how their restaurants highlight this versatile little gem of a fruit through unique menu preparations. Working with partners PlacerGROWN and a local marquee restaurant, Visit Placer told the story of their culinary community through content featured on their website and Visit California's CRM web pages and e-newsletters.

**"California Restaurant Month helped us open the door to other partnerships with PlacerGROWN as a natural blend of tourism and agriculture."**

– Visit Placer



#### 2019 CALIFORNIA RESTAURANT MONTH CASE STUDY:

### Monterey

To reintroduce consumers to locally caught species previously overfished while putting a face to the fishing industry through profiles of local fisherman, Monterey created "Get Hooked: Putting Monterey's Best Fish Forward." Spearheaded by the Monterey Bay Fish Trust, which served as the liaison between the DMO, restaurant operators and local fisherman/fisheries supply chain, this unique culinary tourism platform debuted as part of California Restaurant Month and will be leveraged year-round.

**"Colleagues, partners and operators continuously saw things about CRM which was great. Given how tourism-based Monterey is, being a part of CRM lent a lot of credibility to the program."**

– Monterey Bay Fish Trust

# Visit El Dorado

2019 CALIFORNIA RESTAURANT MONTH CASE STUDY:

## Visit El Dorado

In their inaugural year, Visit El Dorado developed a “Fork in the Road” promotion centered on off-the-beaten-path restaurants in the county. Using California Restaurant Month as a platform to meet each chef/operator personally, Visit El Dorado uncovered an array of colorful personalities and compelling stories that manifested in a video-centric campaign.

“Our participation in California Restaurant Month inspired a year-long culinary series that will be rolling out in the coming months and include a chef’s challenge with high profile judges. Culinary now has a permanent place in our content calendar, not just a January campaign.”

– El Dorado County Visitor’s Authority









# CULINARY PROGRAMMING

## California, Always in Season

In 2014, Visit California formed a strategic partnership with the California Department of Food & Agriculture (CDFA) and California Grown (CA GROWN) to create joint programming focused on the intersection of tourism and agriculture – both year-round industries in California – and capitalized on the organization’s intrinsic synergies to develop joint marketing activities to showcase California’s agricultural bounty.

The promotional umbrella, “California, Always in Season,” was created to highlight the year-round growing season in California, its diversity of specialty crops/growing regions, as well as positioning California as a premier destination for culinary travel and unique dining experiences. The creative platform tapped into the emotional connection consumers have with the food they consume, and a rich curiosity to understand where it comes from.



# CALIFORNIA

always in season

The multimedia campaign included 18 videos, six print ad features and high-impact digital assets deployed through media partnerships with *Food & Wine* magazine, YouTube TrueView, Facebook, Instagram as well as other endemic partner websites.







## CULINARY PROGRAMMING

Total paid media investment for the three-year “California, Always in Season (CAIS)” campaign was \$3 million with 183 million impressions delivered to the culinary target.

Digital assets drove nearly 200,000 clicks to the campaign landing page and featured content on VisitCalifornia.com. The full length videos were housed on Visit California’s Dream365TV website and YouTube channels, garnering over two million video views.

Earned media coverage of the partnership announcement and “California, Always in Season” campaign activity resulted in an additional three million impressions and \$756,000 in media value. Visit California also partnered with California Grown and the California Cut Flower Commission to share “Field to Vase” experiences through a partnership with influencers Yasmine Mei and Sarah Winward, whose coverage reached an audience of 2.4 million.

The “California, Always in Season” campaign had a positive influence on California’s image, especially in highlighting lesser known aspects of California’s culinary offerings like farm tours.



IMAGE OF CALIFORNIA	NO RECALL OF CAIS*	RECALL OF CAIS*	DIFFERENCE
WINERIES	4.4	4.7	0.3
FINE DINING	4.0	4.6	0.6
CALIFORNIA-GROWN CROPS	3.9	4.4	0.5
LOCAL CUISINE	3.7	4.5	0.8
FARMERS MARKETS	3.3	4.1	0.8
BREWERIES	2.9	3.8	0.9
FARM TOURS	2.7	3.9	1.2

Source: SMARI 2014 Domestic Ad Tracking







## California Dream Eater

By 2015, culinary-related tourism had been on the rise for more than a decade. The percentage of U.S. leisure travelers who traveled to experience culinary activities grew from 40 percent to 51 percent between 2006 and 2013. At this time culinary had become a “leading hook” in travel.

The definition of culinary experience was broadening with an increased number of experiences encompassing not only fine dining but also cafés, food trucks, events, cooking classes, microbreweries, tours and tastings. Travelers were developing a deeper level of knowledge about culinary offerings and seeking out local experiences that provided something different from home. Social media was becoming increasingly important in spreading the word and consequently there was more emphasis by travelers on sourcing “expert” opinions and reviews of culinary offerings. Millennials were rising in terms of their purchasing power and cultural clout, and were increasingly referred to as the “Foodie Generation.”



Based on these trends, Visit California saw an opportunity to establish California as a unique culinary destination for millennials.

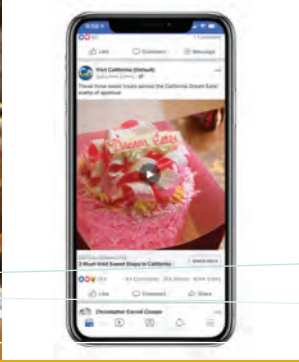
California Dream Eater was created to activate millennial foodies, driving interaction with California culinary storytelling and engagement via a dedicated Instagram channel.



An “eatertainment” video series was developed featuring host Chase Ramsey, who proudly, passionately and hilariously eats the best things in California on behalf of foodies everywhere. Food lover, not food expert, Chase is the ultimate student of food. From Michelin-rated restaurants to locally loved haunts, food-themed festivals and beyond, the California Dream Eater hits the road to discover culinary experiences across the Golden State.







79 likes  
visitanaheim Hey Anaheim! @CaliforniaDreamEater is making the ultimate foodie road trip across the state and we need YOUR help convincing him to stop right here in Anaheim. 🍷🍷🍷  
Snap your favorite #Anaheim foodie finds with #DreamEats and tag @CaliforniaDreamEater. Thanks!  
@CaliforniaDreamEats

A highly visual platform where “food porn” reigns supreme, Instagram became the perfect home for California Dream Eater to share compelling imagery of #DreamEats from restaurants located throughout California’s 12 regions, and tips on how to “eat like a local.”





Since 2015, California Dream Eater has spotlighted over 560 restaurants in video content and social media posts.

California Dream Eater has garnered 1.63 billion impressions and 161 million video views since the inception of the program (through 3/31/2019). Average YouTube view duration is 1:46m, with a 48 percent video completion rate. Visit California has invested \$4.9 million in paid media support and \$1.6 million in production to shoot and create 85 individual episodes of the California Dream Eater series. More than 1,000 Instagram posts and 137 video assets have been deployed, and Instagram followers are approaching 50,000.

Since the series launched in 2015, California Dream Eater has included robust earned media activity. Chase Ramsey has traveled the country to meet with dozens of culinary influencers in New York City, Chicago, Los Angeles and Portland.

To help Chase Ramsey tackle the important task of eating and Instagramming Live the best dishes in California, Visit California hosts culinary influencers each winter to spread out on itineraries throughout the Golden State and build buzz for California Restaurant Month, and California's Culinary Scene.

In May 2016, the California Dream Eater hosted a social media scavenger hunt and culinary Instameet luncheon in Chicago to extend the reach of the video series and showcase California's culinary bounty in this food-conscious market. Paired with an appearance on WGN Chicago's morning show, the integrated initiative resulted in more than 3.4 million Twitter impressions and nearly 1,500 new Instagram followers.



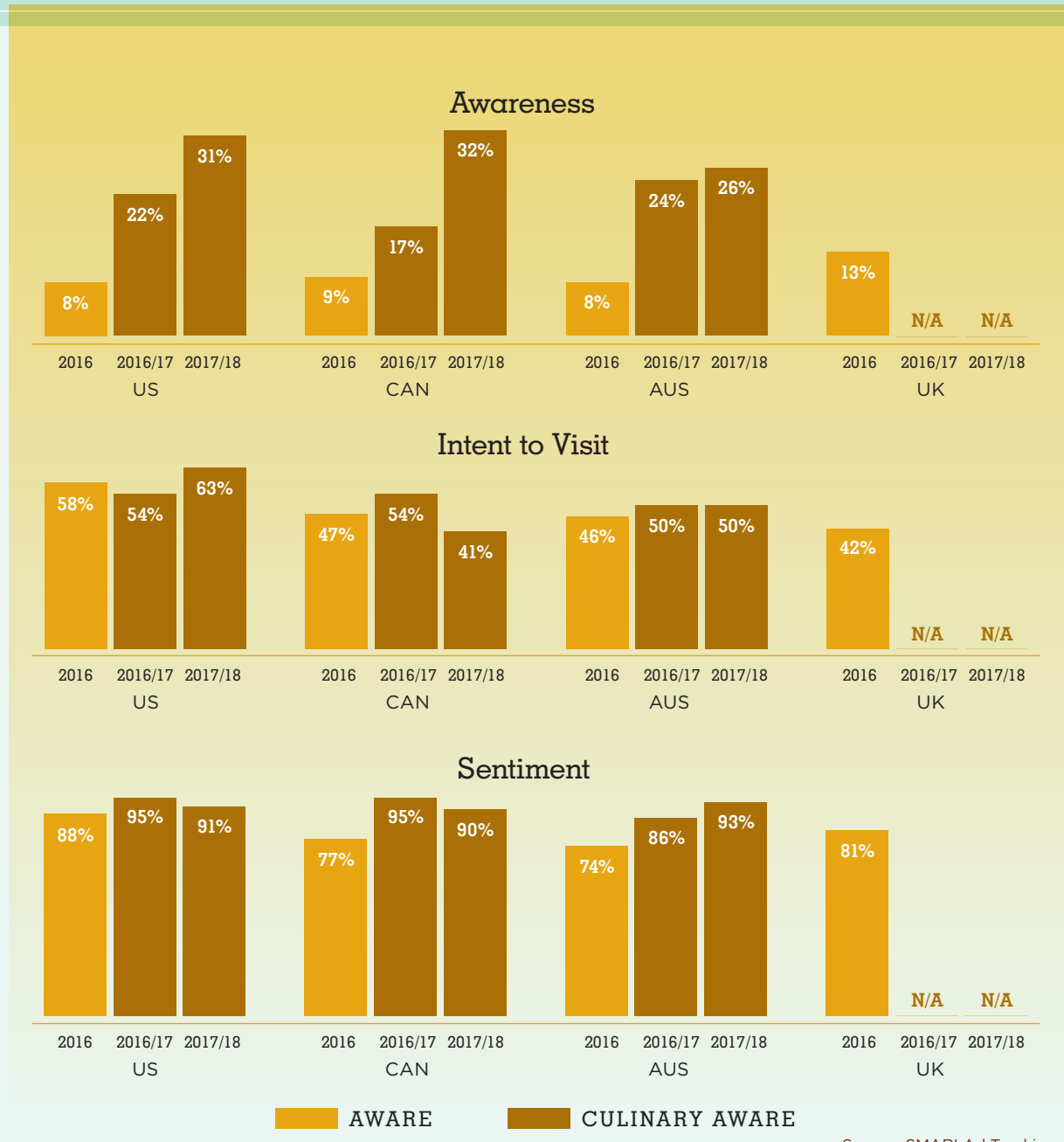


In 2017, to further promote California Restaurant Month and the California Dream Eater series, Visit California conducted a satellite media tour live from Galaxy Taco in La Jolla featuring Chase Ramsey. He spoke with television stations across the country to share his favorite California food destinations, discuss what makes California a foodie paradise and encourage viewers to follow along as he tries the best California food on their behalf. The media tour scored 24 broadcast airings with an audience of 1.1 million.



Starting in 2017, California Dream Eater became a valuable tool to support crisis recovery messaging in the aftermath of unprecedented wildfires. Pivoting to a travelogue format, Visit California was able to deploy Chase Ramsey to affected regions including Wine Country, Santa Barbara, Ventura and Butte County, where he visited a wide range of businesses, including restaurants, to show the destinations were open for business and ready to welcome travelers. This new travelogue format is promoted in media pitching for culinary road trips and ongoing content development to inspire media and influencers.

As measured by SMARI, awareness of California Dream Eater content doubled from 2016 to 2018, both overall and among the Culinary target audience. Exposure to California Dream Eater content has led to double-digit lift in likelihood to visit – both among travelers overall, as well as among the Culinary target, and reactions to the series have grown more positive (and notably less negative) since 2016 as a result of creative refinements.



Source: SMARI Ad Tracking



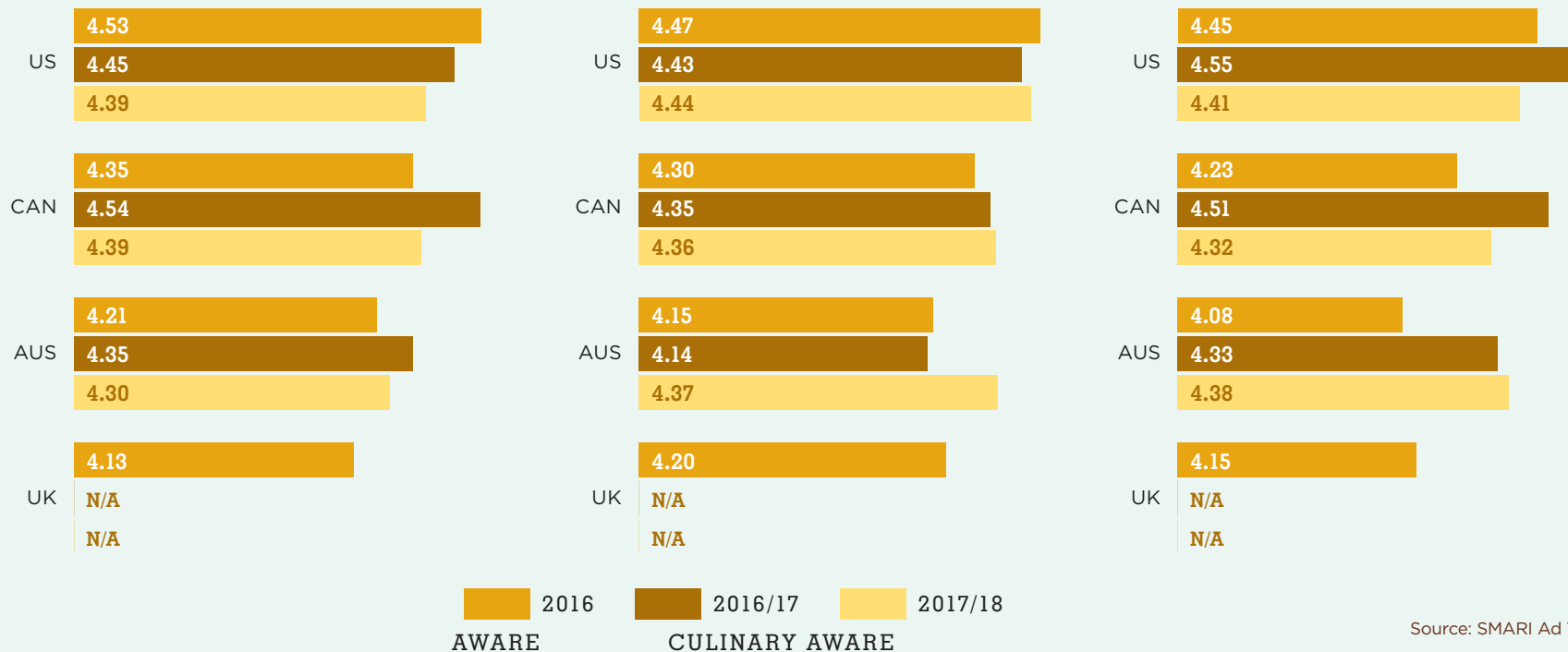
## Nearly universal positive sentiment among the international culinary target.

The California Dream Eater series has done well to reinforce key messages about California's culinary options, and among the Culinary target audience, agreement that the series reinforces the key messages has grown even stronger over time, now exceeding SMARI benchmarks.

The Dream Eater Series is a good way to learn about California restaurants and their unique offerings, from the iconic to the lesser known

The Dream Eater series is a fun way to allow consumers to be part of a conversation about California's food scene

The Dream Eater series positively influences my perception of California's local culinary experiences



Source: SMARI Ad Tracking







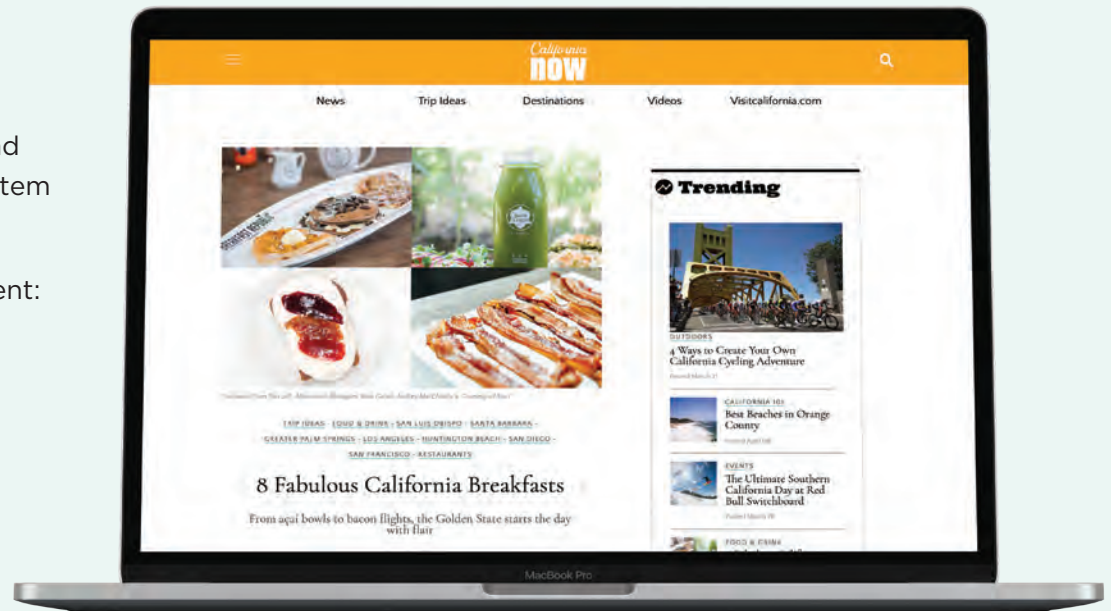
## Cross-Programming Culinary Inclusion

Beyond dedicated culinary initiatives, culinary as a core product experience has been woven into Visit California's annual programming across the spectrum of brand advertising, editorial content, owned channels and global earned media activity.

Since 2008, Visit California's breadth of culinary content has grown, becoming one of the key content passion pillars for consumers. Aligned with the overarching strategy to create inspirational content that meets consumer's expectations, showcases the California Tourism industry, supports hero initiatives, and is "timely and topical" and data-driven, Visit California has created articles and stories on the website and blog, which it distributes through its owned channel ecosystem (social media, e-newsletter, etc.)

To date, California has amassed the following culinary content:

- 95 culinary-specific videos
- 740 culinary articles on both VisitCalifornia.com and the California Now blog
- 107 videos that contain some element(s) of a culinary story



## BRAND TELEVISION

From Wolfgang Puck in his eponymous Spago kitchen and Michelin-star chef Corey Lee at an endless beach tablescape, to Wine Country picnics and beyond, Visit California's signature brand television commercials have always incorporated a culinary scene(s).



## CALIFORNIA DREAMERS

An inspiring original documentary video series that profiles intriguing people who are chasing their dreams in California and making them come true, California Dreamers has featured several culinary pioneers, including pop-up restaurateur Chef Ludo Lefebvre; sustainability innovator Chef John Cox; craft brewmaster and founder of Stone Brewing Greg Koch; and the Mad King of Napa Valley, Dario Sattui.



## GOLDEN STATE OF LUXURY

Culinary is among the guiding principles that influence California's position of laid-back luxury. In 2016 a content partnership with Time Inc. featured an in-depth profile on Michelin-star chef Corey Lee and his innovative approach to cuisine through restaurants In Situ and Benu, along with Food

Network star Tyler Florence, whose culinary notoriety is rooted in California. A partnership with luxury publication AFAR featured over 160 restaurants around California that cater to affluent travelers looking to experience a casual, subtly sophisticated setting with high-level service.



Advertisement

TYLER'S  
FEAST FOR THE  
SENSES

# California

CELEBRATED CHEF, WINEMAKER, AND  
TELEVISION HOST **TYLER FLORENCE**, DELIGHTS  
IN HIS ADOPTED HOME STATE'S OPEN VISTAS,  
IDEAL CLIMATE, AND PURE LUXURY THAT PERFECTLY  
SUIT HIS TASTE FOR THE BEST OF EVERYTHING.

"CALIFORNIA IS A SPECIAL PLACE TO COME AND REDISCOVER yourself. It's a magical environment, full of people who have forged their own paths," says Tyler, who has found his personal paradise in Marin County. "One night I had dinner at **Boulevard** in San Francisco and, driving back across the Golden Gate, I just fell in love. I said, 'This is it, I want to live here.'"

"At **Wayfare Tavern**, we're lucky enough to entertain visitors from all over the world." He says of his own standout San Francisco restaurant. "I can explain to them exactly where every ingredient comes from." Living and working in the birthplace of the farm-to-table movement continually fuels his enthusiasm. "As a chef, I learn

so much being so close and connected to our community. I can just hop on a motorcycle to visit the farms and vineyards. You can't get that anywhere else."

"Two of my favorite getaways in the world—**Auberge du Soleil** and **Calistoga Ranch**—are right here in Napa Valley. From the architecture to the breathtaking vineyard vistas, the food, service, and spa, it's all so well-crafted," he says. "California naturally cultivates a devotion to craft, and everyone here contributes to this gracious, beautiful life. But we can't ship this to your home; you have to physically be here. This California experience is the best of everything. It's just great, unpretentious, easy-going and simple. It's a luxury that's here every day."

TO EXPERIENCE MORE OF TYLER'S CALIFORNIA AND GET HIS RECOMMENDATIONS FOR LUXURY EXPERIENCES THROUGHOUT THE STATE, VISIT [TRAVELANDLEISURE.COM/CALIFORNIALUXURY](http://TRAVELANDLEISURE.COM/CALIFORNIALUXURY)

## FOUNDATIONAL DIGITAL & OUT-OF-HOME

Culinary experiences are a constant feature in Visit California's foundational digital and out-of-home assets. With an overt invitation to come savor, viewers are enticed to participate in epic California experiences, from a (seemingly) endless tablescape along a central coast beach, with a Michelin-rated chef ready to cater, to an intimate pop-up dinner at sunset in the middle of a Napa Valley vineyard.





### TOP CHEF: CALIFORNIA (2015)

Visit California took an industry leadership role to secure the coveted Bravo TV cooking reality series *Top Chef*, one of the most popular shows on television. Season 13, *Top Chef California*, featured six destinations across the state and included 12 episodes that resulted in \$19 million in added earned media value, including media appearances on *The Today Show*, *Access Hollywood* and *The Talk*. Visit California also led two press trips capitalizing on the popularity of *Top Chef* in Southern California and Northern California, bringing media to experience the culinary destinations and activities featured on the show.



### GRATEFUL TABLE (2017)

Visit California hosted a once-in-a-lifetime fundraiser in support of Northern California Wine Country following devastating wildfires that broke out in fall 2017. In response to hyperbolic global news coverage, the event countered the perception of the extent of fire damage and positioned the regions as “open for business” through global media placements. Hosted by Food Network star Tyler Florence and 19 of the state’s biggest culinary names, the longtable dinner shined a much-needed spotlight on the region and raised money for local recovery efforts. The event was attended by 50 media with an estimated \$3.3 million earned media value.



### **MASTERCHEF AUSTRALIA (2016)**

In 2016, Visit California partnered with *MasterChef Australia*, the country's most-watched show airing six nights per week during each season. Visit California's largest international production to date, both in size and scale with a traveling cast and crew of more than 75 people, *MasterChef Australia* featured a six-episode "California Week" trip that included stops in San Francisco, Napa, Santa Monica, Beverly Hills and San Diego. The episodes reached more than 8 million viewers in Australia, with an earned media value of \$8 million. The partnership also included a month-long editorial campaign, with California destinations featured in *Woman's Day*, Australia's highest-selling weekly magazine. The partnership delivered 2.5 million impressions, and a cooperative partnership with Escape Travel amplified the broadcast in Australian retail stores and social and digital platforms through custom travel packages inspired by the show.



### **CURTIS STONE CENTRAL COAST WINE REGION (2018)**

In April 2018, Visit California sent Australia's "Top Chef" Curtis Stone out for a journey through California with five influencer journalists. In advance of theming his wildly popular restaurant, Maude, after California wine culture, Stone and his media delegation visited local farms to source ingredients for the upcoming menu and generate culinary-themed story ideas. The trip resulted in 29 pieces of coverage with a circulation of 1.7 million and earned media value of nearly \$1 million.



## BRINGING THE WORLD TO CALIFORNIA'S TABLES

- Four leading influencers in China were invited to an over-the-top banquet at Hestan Vineyards in Napa Valley in November 2015, in partnership with **Flavours**, the most influential food and beverage digital media group in China, with more than 1.5 million app users.
- A trip with the **California Craft Brewers Association** brought five journalists from top brewing publications to the Golden State in 2016 - Beer Pulse, Paste Magazine, The Beer Connoisseur, The Growler Magazine and Draft Magazine.
- California's gateways were on display through a broadcast partnership with the Food Network United Kingdom's popular "**City Bakes**" show in 2016, hosted by celebrity television personality Paul Hollywood, which was broadcast in 98 countries.
- A partnership with **National Geographic Traveler China** brought an editor and photographer to document California's craft beer scene from San Francisco to San Diego in 2017.
- A team of South Korea's best chefs dared to challenge some of California's top culinary masterminds on the popular national cable TV network JTBC's popular "**The Global Cook-Off**" in 2017.
- Four media from U.K., Germany and France explored California's luxury food and wine offerings in partnership with **Preferred Hotels & Resorts** in 2018. The trip resulted in placements in Elle, Welt am Sonntag and Die Welt Online.
- Rick Stein, one of the United Kingdom's most prominent chefs, partnered with Visit California to present **Rick Stein's Road to Mexico** in 2019, and showcased Rick's visits to San Francisco, Hog Island, Monterey, Pismo Beach, Santa Ynez Valley, Ojai, Los Angeles and San Diego County. The episodes reached more than 3.6 million viewers.
- PBS's **Moveable Feast** filmed five episodes in California in 2016. Host Pete Evans teamed up with innovative chefs and food artisans from San Diego, Yolo County, Pasadena, Los Angeles and San Francisco.
- **Original Fare** followed host Kelly Cox on weird adventures across Northern California on a "Farm to Table" episode featuring unique culinary experiences in Sacramento, Sonoma County and Humboldt County. More than 4 million viewers saw the episode, which had an additional social reach of 4 million.



SINCE 2008, WITH THE LAUNCH OF THE LAND OF WINE & FOOD INITIATIVE, VISIT CALIFORNIA HAS INVESTED **\$22.7MM IN PAID MEDIA** DEDICATED TO CULINARY-SPECIFIC PROGRAMMING DELIVERING **3.15 BILLION GLOBAL IMPRESSIONS**. (THIS DOES NOT INCLUDE INVESTMENT WHERE CULINARY IS FACTORED IN AS A PILLAR TO OTHER BRAND ADVERTISING PROGRAMMING.)



CULINARY MARKET  
**OVERVIEW & TRENDS**

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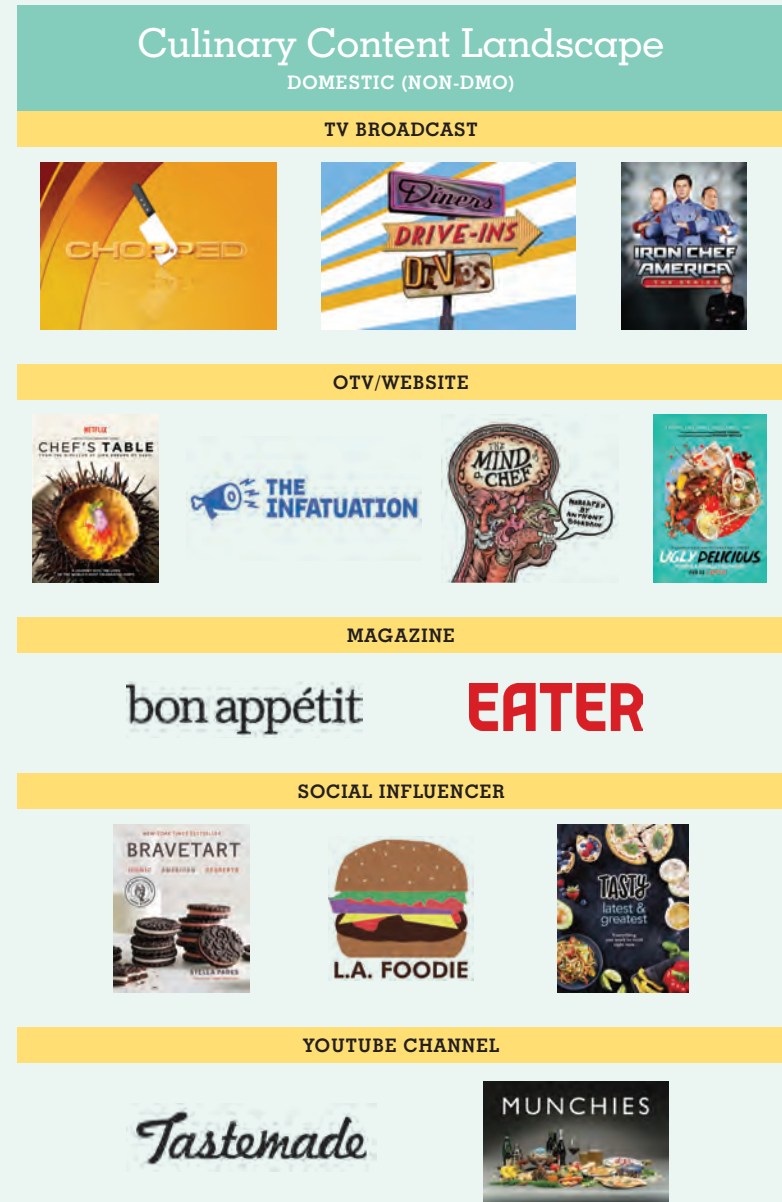


Culinary tourism continues to expand and is now a common preoccupation in travel. For the first time in the history of the tourism industry, interest in food and beverage among travelers has gone mainstream. According to the World Food Travel Association, today 93 percent of travelers have engaged in a unique or memorable food or beverage experience other than dining out. The pace of growth continues, with SKIFT affirming that “culinary travel will continue to rise” in 2019. It comes as no surprise then that the culinary landscape has progressed considerably since Visit California’s first initiative launched in 2008.

## The Evolving Culinary Landscape

In recent years, the culinary content landscape has grown exponentially. Content is being developed from a wide range of sources, from television broadcasters to social influencers. There are greater numbers of travel and culinary docuseries being shown on streaming platforms. Food-related videos, writes *The Financial Times*, were viewed 23 billion times in 2015, a 170 percent rise from the prior year, with nearly all of that viewership on YouTube and Facebook. At the same time, there is a greater diversity of culinary content, including more niche culinary subjects and innovative editorial formats.

Understandably, this content proliferation brings a need for creators to differentiate themselves. In response, distinctively branded culinary storytelling is seen in evidence across all content forms, with differentiation coming from creative concept, lead personality, subject and/or tone.







Out of this backdrop emerges several culinary content trends.

- Culinary content is increasingly being linked to, and used, to reveal sense of place, including a location's atmosphere, history and lifestyle.
- Innovation in travel-related content formats is being applied to culinary, from new culinary mobile apps and vertical videos to UGC communities.
- Visual social media content is a growing force in culinary travel inspiration. Images from a trip increasingly provide social status, and today an attractive image of food is as "Instaworthy" as a famous landmark. SKIFT predicts that in 2019 "you will be just as likely to see an Instagram post of a handmade Italian pasta dish as you are an Italian statue."



Culinary-related destination marketing strategies are being increasingly seen, both domestically and internationally. Even so, many destination marketers, some known for their distinctive culinary cuisine, do not have dedicated culinary campaigns. "Major cities with excellent cuisine, like Chicago and Miami, still haven't done more with food tourism," notes the World Food Travel Association.

A review of advertising from a selection of competitive destinations revealed culinary campaigns with a truly distinctive positioning approach are few and far between, though some central messaging themes emerged, including culinary as a taste of place, abundance and diversity of culinary experiences, and culinary as adventure and opportunity for new discovery.

## The Evolving Culinary Traveler

Culinary travelers today are more ambitious, with an increasing aspiration for a diversity of culinary experiences. The 2018 MMGY Portrait of The American Traveler found that domestic vacation travelers were most interested in authentic (71 percent), new (70 percent), and hard to find (61 percent) culinary experiences. By comparison, relatively fewer domestic travelers are interested in experiencing a Michelin star restaurant (34 percent).

As with other generations, but perhaps more so, millennials are influenced by a new set of culinary aspirations and seek out fun, novelty and value for the money over expensive formality. That said, both millennial (41 percent) and Luxury (56 percent) travelers are more interested in Michelin star restaurants on vacation than the average culinary traveler.

## New Partnership Opportunities

Michelin has been reviewing over 200 restaurants in the San Francisco Bay Area and Wine Country for over a decade. In 2019, Michelin identified California as the destination for their first ever statewide culinary guide.

The Michelin Guide has taken on increased significance for international culinary travelers. According to a 2018 study by Ernst & Young, which surveyed frequent French, English, German, Japanese, American and Chinese international

### INTEREST IN CULINARY ACTIVITIES ON VACATION

	2018
Authentic food eaten by locals	71%
Brand new dining experiences	70%
Hard to find foods/dishes only available in the destination	61%
Street food, including food trucks	55%
Winery tours	46%
Food tours	45%
Distillery or brewery tours	43%
Michelin star restaurants	34%
Food that reminds me of home	30%

Source: MMGY Portrait of American Traveler 2018-19

### INTEREST IN CULINARY ACTIVITIES ON VACATION – LUXURY TRAVELERS

	LUXURY TRAVELERS	REMAINING AFFLUENT TRAVELERS
Brand new dining experiences	84%	67%
Authentic food eaten by locals	78%	69%
Hard to find foods/dishes only available in the destination	71%	59%
Winery tours	63%	47%
Street food, including food trucks	57%	52%
Michelin star restaurants	56%	32%
Food tours	55%	39%
Distillery or brewery tours	52%	42%
Food that reminds me of home	27%	23%

Source: MMGY Portrait of American Traveler 2018-19

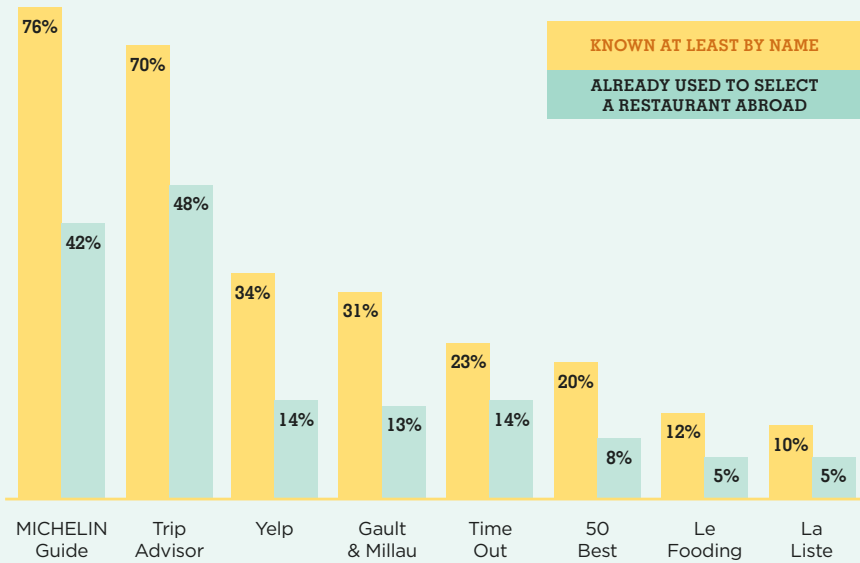


travelers, Michelin is “a source of trust for international tourists,” with 84 percent of frequent travelers trusting the quality of restaurants selected by the Michelin Guide. International travelers, like all other culinary travelers, are also increasingly influenced by their peer network on social media.

TripAdvisor was selected as a significant partner based on Visit California’s 2018 global study, showing the influence and impact they have on the entire consumer journey. Recent Google research further underscored the growing importance of user-generated content with 52 percent indicating they would prefer UGC reviews.

The new culinary traveler is not only seeking authentic and new experiences, but also a sense of discovery and connection to place.

POPULARITY AND USE OF RESTAURANT REFERENCING GUIDES



Source: EY Survey 2018



Based on the significance of both Michelin and TripAdvisor as resources for culinary travelers, Visit California conducted new primary research with SMARI in April 2019.

## MICHELIN

The culinary target in nearly all Tier 1 markets is “very familiar” or “somewhat familiar” with Michelin. This includes nearly half who are very familiar in the United States, rising to nearly 85 percent very familiar in Mexico. This audience is also strongly affirmative about Michelin, with at least 60 percent or more positive about the Michelin Guide across markets. In China, this rises to 83 percent positive. Across markets, a significant percentage of the culinary audience have employed a Michelin Guide for trip planning, with China approaching 100 percent.

Both a domestic and international culinary targets show a lift in both Michelin and California brand perception, with approximately 70 percent indicating they would feel more positive about both Michelin and California as a result of a partnership to develop a statewide guide. This is also true of the younger culinary audience (under 35s) who show a slightly higher lift.

	US	UK	AUS	MEX	CAN	CHI
<b>SOMEWHAT FAMILIAR WITH MICHELIN</b>	38.0%	26.7%	41.4%	12.2%	36.0%	21.6%
<b>VERY FAMILIAR WITH MICHELIN</b>	47.3%	68.0%	44.8%	84.7%	58.0%	77.8%
<b>NEGATIVE</b>	2.7%	1.3%	0.9%	—	1.3%	0.6%
<b>NEUTRAL</b>	30.7%	25.3%	37.1%	10.2%	27.3%	16.2%
<b>POSITIVE</b>	66.7%	73.3%	62.1%	89.8%	71.3%	83.2%
<b>Never use Michelin for trip planning or during a vacation</b>	45.3%	25.3%	43.1%	17.3%	38.0%	1.2%
<b>Occasionally use Michelin for trip planning or during vacation</b>	20.7%	29.3%	18.1%	17.3%	34.0%	7.8%
<b>Did not use Michelin on last leisure trip, but often use for trip planning or during vacation</b>	22.0%	25.3%	27.6%	26.5%	16.7%	20.4%
<b>Used Michelin on last leisure trip</b>	12.0%	20.0%	11.2%	38.8%	11.3%	70.7%

	OVERALL	MILLENNIALS	GENX	BOOMERS
<b>If Michelin Restaurant Guides were to partner with California tourism (Visit California) to develop a restaurant guide in the state, does that make you feel more positive about California and its culinary offerings?</b>	72%	74%	77%	67%
<b>If Michelin Restaurant Guides were to partner with California tourism (Visit California) to develop a restaurant guide in the state, does that make you feel more positive about Michelin Restaurant Guides?</b>	69%	73%	65%	62%

Source: SMARI Global Culinary Survey 2019



## TRIPADVISOR

Across Tier 1 markets, the culinary audience is familiar with, positive about, and regularly uses TripAdvisor, with the slight exception of China. For all markets but China, 73 percent or above are “very familiar” with TripAdvisor. Similarly, positive sentiment on TripAdvisor is more than 84 percent in all markets except China (55 percent). Finally, use of TripAdvisor is very high across all markets, with more than 90 percent often or occasionally using it for trip planning, with China somewhat less.

In pursuit of the culinary traveler’s taste for adventure, they increasingly seek exclusive and immersive culinary experiences, such as foraging for food, or specialized culinary tours. They are also more adventurous in the culinary destinations they visit. *Travel Age West* affirms that “the most popular real food adventure destinations for the North American market are India, Morocco, Vietnam and Mexico.” In addition, global travel markets like China are producing new culinary travelers hungry for culinary excitement - in China’s case, this is due to the nation’s significant interest in culinary and growing desire for outbound travel.

	US	UK	AUS	MEX	CAN	CHI
<b>SOMEWHAT FAMILIAR WITH TRIPADVISOR</b>	14.7%	11.3%	13.8%	19.4%	18.0%	48.5%
<b>VERY FAMILIAR WITH TRIPADVISOR</b>	84.0%	88.0%	85.3%	73.5%	82.0%	37.7%
<b>NEGATIVE</b>	2.0%	1.3%	3.4%	—	0.7%	0.6%
<b>NEUTRAL</b>	11.3%	11.3%	7.8%	12.2%	14.7%	43.7%
<b>POSITIVE</b>	86.7%	87.3%	88.8%	87.8%	84.7%	55.7%
<b>Never use TripAdvisor for trip planning or during a vacation</b>	2.0%	3.3%	4.3%	8.2%	6.0%	13.2%
<b>Occasionally use TripAdvisor for trip planning or during vacation</b>	19.3%	10.7%	16.4%	6.1%	20.0%	25.1%
<b>Did not use TripAdvisor on last leisure trip, but often use for trip planning or during vacation</b>	22.0%	18.0%	12.9%	17.3%	16.7%	35.9%
<b>Used TripAdvisor on last leisure trip</b>	56.7%	68.0%	66.4%	68.4%	57.3%	25.7%

Source: SMARI Global Culinary Survey 2019

## Culinary Target Audience

Visit California employed a range of primary and secondary data sources to analyze and define the culinary target audience, including new research conducted by SMARI in Tier 1 international markets. The combined research inputs provide a global viewpoint from which to consider the culinary target, including the following audience profile and insights.

### **TODAY'S CULINARY TRAVELER: OVERALL ATTITUDE & BEHAVIOR**

Today's culinary travelers possess core distinguishing attitudes and behaviors. Across Visit California's Tier 1 markets there is a desire for:

- Culinary as ADVENTURE
- IMMERSIVE Culinary Experiences
- A TASTE OF PLACE  
(atmosphere, heritage, etc.)  
discovered through Culinary

While these commonalities exist, there are differences seen by market:

- Culinary as a California travel motivator - Mexico and the United Kingdom have less culinary motivators in their top ten than other Tier 1 markets.
- Knowledge of California cuisine and what makes it distinctive - a wide range of knowledge exists across Tier 1 markets, from China with relatively less knowledge compared to other Tier 1 markets, and repeat domestic visitors who are very familiar with California cuisine.
- Cultural and emotional relationship to food - some Tier 1 market cultures, including Mexico and China, relate to culinary as an inherent part of their cultural heritage and key aspect of family life, while others like the United Kingdom possess a less distinctive domestic food culture.



## **VISIT CALIFORNIA CULINARY TARGET AUDIENCE: SEGMENTS & SIZING**

The culinary traveler represents a sizable opportunity for Visit California. In addition to those who appreciate culinary activity as a secondary travel driver, there are those who place culinary as a regular and important part of travel.

Using SMARI data, Visit California defines the culinary target as someone who “often” or “always” participates in at least three designated culinary activities, including exploring farm tours or farm trails, going to a farmers market, attending a culinary festival or event, dining at a unique restaurant, dining at a celebrity or notable chef’s restaurant, visiting a winery or taking a wine tour, and visiting a craft brewery or taking a brewery tour. Adding a \$250K+ annual household income defines the luxury culinary target.



	US	CAN	AUS	UK	CHI	MEX
<b>CULINARY TARGET (GENERAL)</b>	19.2%	48.2%	23.6%	19.5%	25.4%	16.7%
<b>CULINARY TARGET AS % OF CALIFORNIA VISITORS</b>	27.8%	70.7%	43.5%	37.1%	40.8%	40.6%
<b>CULINARY TARGET TRIP SPEND IN CALIFORNIA</b>	\$2,684	\$3,935	\$3,830	\$2,675	\$1,986	\$3,914
<b>LUXURY CULINARY TARGET TRIP SPEND IN CALIFORNIA</b>	\$3,828	\$4,524	\$3,828	\$3,297	\$2,232	\$5,653

Source: SMARI FY 2017/18 ROAS Tracking

The culinary target accounts for between 16 percent (United Kingdom) and 48 percent (China) overall, but as a percentage of California visitors significantly over-indexes across all Tier 1 markets. Culinary target visitors made up nearly one-third (28 percent) of domestic visitors to California last fiscal year; that figure jumps to nearly three-quarters (70 percent) for China.

Demographically, culinary target visitors skew millennial and over-index on high household income; this is more pronounced in China. They are valuable in that they stay slightly longer and spend more than California visitors overall. Culinary travelers from China, the United Kingdom and Australia report considerably more trip spending, with domestic and Canadian culinary travelers also spending more. Culinary travelers from Mexico are on par with other visitors from their country.





## Leisure travelers to California over-index on culinary activities and represent a high per-visit spend

As a subset of the culinary target, luxury culinary travelers across Tier 1 markets spend significantly more than both the general target and culinary target audience.

Across all markets there is variance on culinary as a prime motivator when planning a trip and in the amount a traveler is willing to spend on a culinary experience(s). In most cases, culinary experiences are not the primary influence in choosing the destination, with the majority motivated to visit California based on other activities. However, culinary is still an activity visitors are highly involved with and participate in on their trip. The key difference between culinary visitors to California versus visitors to California overall is in their frequency of participating in culinary activities.



## INTERNATIONAL CULINARY LANDSCAPE

While culinary travelers possess common core motivators that unite across age and geography, there are some international nuances as identified through secondary research and Visit California local office contributions. Some key themes are unique to a given market, while others are seen across markets but may be more pronounced in a particular market.

### AUSTRALIA

Australians have a particular enthusiasm for experiencing culinary as part of a vacation experience. As the country becomes more culturally diverse, there is greater interest in understanding different cultures through cuisine. This is particularly true for Australian millennial and Gen Z travelers, who put culinary at the top of their travel bucket list.

### CHINA

Culinary experiences are motivating to Chinese travelers, but they are not particularly familiar with American food. Burgers seem to be the most popular association with the United States, while new eating trends found here do not appear to register yet in China. However, Chinese travelers are open to and interested in trying non-Chinese cuisine. For culinary recommendations, most look for high-ranking food on their most trusted Chinese food critic platform, Dianping, and look at Instagram, while others utilize TripAdvisor or consult the highly respected Michelin Guides.

## MEXICO

Culinary experience is important in Mexican culture and deeply embedded in family tradition. Eating and drinking together is perceived as a key moment of gathering and socializing. An emotional connection with the food, its history and the people cooking is particularly important for Mexicans travelers.

## UNITED KINGDOM

British culinary travelers, especially younger demographically, are becoming increasingly motivated by the broader experiences attached to food and its origins, whether authentic cultural experiences such as tasting events and tours of local markets, or more social interactions with local chefs and other food-lovers.













## New Culinary Initiative Marketing Objectives & Strategies

KEY OBJECTIVE	CORE STRATEGY
Competitively differentiate and build desire for the California culinary experience.	Develop a distinct culinary positioning platform to guide all paid, owned, earned and travel trade programming globally.
Move beyond consumer awareness to fueling consumer discovery and action.	Create in-depth culinary content that gives consumers expanded reasons to visit California.
Expand target reach and impact through new spheres of culinary influence.	Develop strategic partnerships with key global platforms.

### Culinary Platform: California Tastebazers

Visit California's Dream Big expression for all things culinary is **California Tastebazers**. This new culinary platform is grounded in the California brand tenets of abundance and attitude – California is a place where an unrivaled natural bounty meets unmatched creative experimentation to deliver culinary adventure like no place else.

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CALIFORNIA TASTEBLAZERS

**Call us new-fashioned, but in California we don't really give a fork about what others think. Because we are Tastebazers.** Unrivaled bounty? We grow it. Farm2Fork lifestyle? We invented it. Wild experimentation? We live it. Fueled by an abundance of freshness and a fearless attitude, our creative culinary culture invites anyone and everyone to become a Tastebazer and dig into our big California dream.





CALIFORNIA TASTEBLAZERS

## Wild Experimentation

CALIFORNIA TASTEBLAZERS

## Fearless Attitude



CALIFORNIA TASTEBLAZERS

## Enlightened Multiculturalism



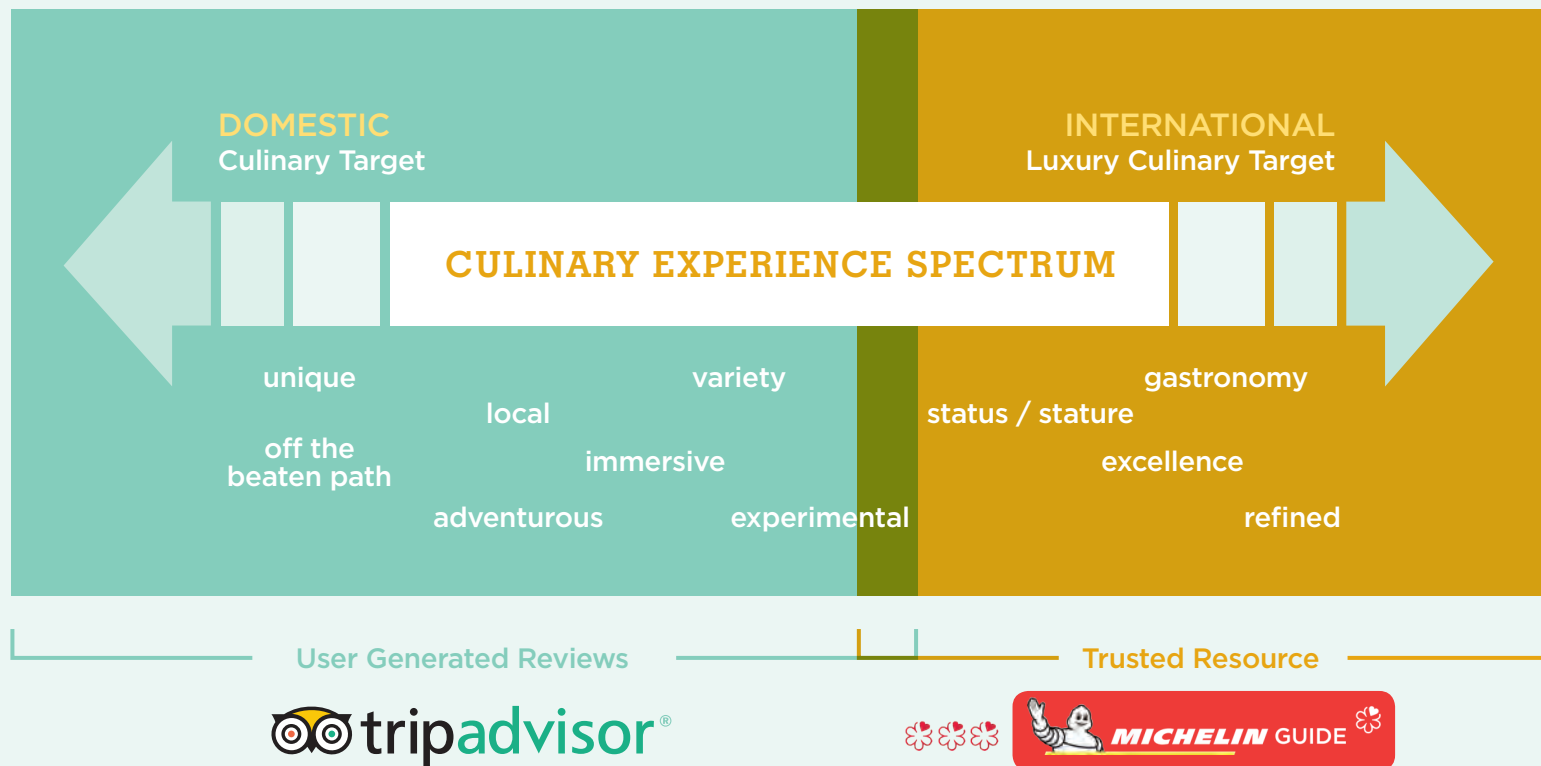




## Culinary Initiative Programming – Fiscal Year 2019/2020

Visit California will continue to invest in established culinary programs in Fiscal Year 2019/2020, including promotion of California Restaurant Month and distribution of California Dream Eater video content, along with foundational media (display, native, search) support for the culinary experience pillar.

New culinary programming will be centered on strategic partnerships that leverage the presence and clout of Michelin and TripAdvisor to advance California as one of the world's leading culinary destinations. Through activation of these partners, Visit California will provide domestic and international audiences with more in-depth culinary content and reasons to visit the Golden State.



## **PARTNERING WITH MICHELIN & TRIPADVISOR**

In March 2019, Visit California and Michelin announced the launch of Michelin Guide California, the first-ever statewide guide, which will debut in June 2019. In addition to the previously covered San Francisco Bay Area and Wine Country, Michelin Guide California will include restaurants in greater Los Angeles, Monterey, Orange County, Sacramento, San Diego and Santa Barbara. The announcement press conference was attended by more than 30 global media, as well as local dignitaries, world-renowned chefs, and destination leaders. In the days following the press conference, nine domestic and international media embarked on press trips to explore destination highlights and Michelin-highlighted dining experiences in Sacramento, San Francisco, Oakland and Berkeley.

Moving into Fiscal Year 2019/2020, Michelin will provide Visit California with the following content:

- **Over 600 restaurant reviews**
- **10 listicles**
- **16 long-form articles**
- **26 short-form articles**
- **52 hero images**
- **6 content videos**





One of the key elements of this partnership is access to the over 600 restaurant reviews that will cover much of California. Each review will provide Visit California with the desired details about a particular restaurant, including physical address, website link and description – all content that is costly to research and maintain. Michelin will provide updates to this content throughout the year as a restaurant’s information changes. Not only will these reviews include the restaurants that have received Michelin’s “Star” designation, but also those receiving “Bib Gourmand” (Inspectors’ favorites for good value) and “Plates” (fresh ingredients, carefully prepared: a good meal) designations.

Understanding these over 600 restaurants do not comprehensively represent the entire state, Visit California will augment the Michelin reviews through a TripAdvisor partnership that will provide nearly 20,000 additional restaurant listings and user-generated reviews. As indicated in the aforementioned Google survey, 14 percent of those surveyed indicated they were more likely to visit a location with a Michelin rating, while 52 percent indicated they would prefer a user-generated review of a restaurant. The combination of Michelin and TripAdvisor reviews ensures Visit California is delivering on both, providing informational content across the spectrum of restaurant experiences (lower end to higher end) that serves as a helpful tool for planning and influencing length of stay.



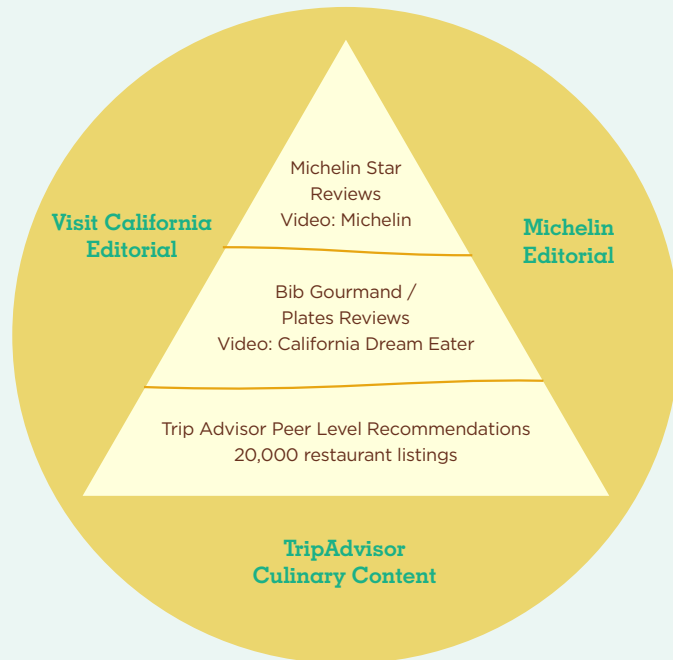
Beyond restaurant reviews, Visit California will work closely with Michelin in the creation of new editorial content, including articles and videos – determining subject matter, location and branding. Utilization of the “California Tastebazers” culinary platform will infuse California’s brand attitude and personality into the content, modernizing the somewhat-staid Michelin brand and ensuring alignment.

The videos created in partnership with Michelin will sit on the higher end of the culinary spectrum and showcase some of California’s leading “Tastebazers” – chefs and culinary innovators – while the California Dream Eater videos shine a spotlight on restaurants and a broad range of food types and styles through their more humorous and light-hearted approach.

## VISIT CALIFORNIA'S CULINARY CONTENT CONSTRUCT

All new content will live on the California section of the Michelin website, which Michelin will promote through their owned channels. Visit California will also have rights to use all content in its owned channel spaces and is working to update the website to house it. This aligns to Visit California's overarching digital strategy to provide the content that a consumer is looking for in a personal and comprehensive way to aid in planning and inspire action.

Visit California will use its standard KPIs and measures, focusing on website traffic specific to the culinary space, engagement (social shares, comments, etc.) and video-specific metrics (views, watch time) to gauge success.



Michelin Inspector Favorite Restaurants (Bib Gourmand) will comprise over 600 restaurant reviews and culinary destinations across California.









## EARNED MEDIA PROGRAMMING

Earned media is critical to Visit California's success in sharing California's culinary brand and product offerings to food- and drink-focused travelers. Editorial content is the driving force of third-party media channels and provides the behind-the-scenes tips consumers seek when determining where to take their next great tasting adventure.

Earned media coverage drives the narrative and shapes the message through content produced by non-commercial editorial staff. Globally, earned media is a cornerstone of Visit California's marketing program, and the resulting editorial content is further reinforced by Visit California's sponsored and earned content.

Earned media also plays a central role in reaching consumers in Tier 2 and Tier 3 markets in which Visit California is not investing in paid advertising. While more difficult to achieve and control, earned media coverage is incredibly influential and valuable as it simultaneously inspires and informs.

Visit California's global public relations team acts as an extension of the editorial teams at target media channels and establishes Visit California as a reliable resource by feeding a steady stream of relevant news and customized pitches, creating and producing exclusive content development experiences and supporting editorial photoshoots and filming on location in California.







Just as the culinary traveler is seeking out the most authentic, brand-new or unknown finds, culinary media require a custom, deeper approach.

These outlets have refined palates and have seen it all. They do not want to tell the same stories as one another and are not as receptive to a widely distributed pitch or recommendation.

Visit California's "always on" global earned media program will bolster culinary-focused marketing campaigns and co-op platforms and will expand the reach of direct-to-consumer storytelling through editorial placements and engagement with prominent influencers in the culinary space.

The public relations strategy includes securing placements across print, online and broadcast media channels and engaging influencers to reinforce California's place as the ultimate dining destination.

Visit California's global public relations team will also serve as a resource by sharing relevant news and customized pitches to key media, creating and producing content and assets and supporting press trips for culinary media and influencers.

Visit California has defined the following guideposts and filters to focus the earned media activity:

- **Abundance:** California continues to drive global culinary trends and the sheer size and breadth of the culinary scene in the state ensures California is included in any national trends. Emphasizing California's abundance will continue to resonate with media.
- **Diversity:** Because culinary travelers are more diverse than the overall traveler, they learn about the next great "it spot" from a broad range of media sources, including those featuring user-generated content alongside information presented by informed experts. 66 percent of culinary travelers visit online review websites, compared to 15 percent of non-culinary travelers.
- **Exclusivity:** Culinary meccas and activities that are off the beaten path or known only to foodie insiders.

- **Emerging Niches:** "Eater-tainment" continues to flourish across broadcast, print and online outlets, along with a host of types of niche culinary focus (i.e., vegetarian/vegan, etc.).
- **Social Media & Mouthwatering Imagery:** Social media continues to leverage millennials' desire for food imagery and willingness to follow culinary personalities online, with little consideration for whether the influencer is actually from the same place. Instagram stories and other formats also proliferate with culinary content, making ongoing influencer partnerships an important aspect of storytelling in the space. Telling the travel story through inspirational imagery is important in any market, but it is particularly important for food to look impressive. Travel, consumer and culinary publications capitalize on striking images of food experiences and tantalizing dishes found across California, often produced as original content from press trips.







Earned media programs in progress and in planning include:

- A broadcast integration with PBS's *Simply Ming*, a national culinary show that guides viewers through preparing simple and delicious meals, finding inspiration on the road with using local ingredients.
- Top British chef Tom Kerridge will explore California for four episodes of *Tom Kerridge's American Adventure*. He'll seek out locals who are keeping proud traditions flourishing, and pioneering chefs taking California's cuisine into the future.
- Australian celebrity chef Mani Feildel, host of "My Kitchen Rules," will embark on two epic food-centric road trips in California for prime-time specials.
- To inspire Australians that California is the place to travel for a real farm-to-fork experience, Sydney will serve as the backdrop for an immersive restaurant pop-up experience.
- Journalists from Eastern Canada will be invited to explore Northern California for an epic culinary road trip.
- Brazilian gastronomic-focused influencers will embark on a journey to discovering niche dining experiences and flexible itineraries for millennials – with or without kids.
- Capitalizing on the Michelin Guide California launch, the integrated California Foodie Tour will bring a taste of the California culinary lifestyle to Germany through a series of culinary activations.
- In partnership with United Airlines, luxury media will be hosted on a high-end culinary tour to promote United Polaris' new premium economy services.
- The South Korean show "Food Bless You" on Olive will explore California's food-focused road trip offerings beyond the gateways.





## APPENDIX

### Earned Media Targets

Culinary travelers are consuming more culinary media than ever before, and across more platforms – from traditional print and digital media to broadcast and now an ever-growing list of social channels. Culinary videos are thriving across YouTube, Facebook and Instagram stories, with content posted by foodie influencers and by traditional outlets aiming to expand their audience. Media have gone beyond just the traditional food critic or restaurant review when covering the culinary scene and now focus on the story behind the food – the history, heritage and people responsible for creating, cooking or growing food. This new storytelling approach blends tourism and culinary in the media landscape and appeals to a more sophisticated and adventurous consumer.

This proliferation of culinary media has also led to a competition for the most unique and entertaining content to cut through the clutter. Journalists and influencers are looking for authentic and hard to find experiences to share with their audiences. From foraging expeditions to restaurants in remote locations (or restaurants that move locations), these storytellers want to surprise their audience.

Today's culinary traveler is influenced by a growing number of “experts” or food lovers, from social influencers and celebrity chefs to personalities and TV hosts.

Since the mid-2000s when Los Angeles food trucks first used Twitter to reveal their nomadic stops across the city, social media become key to helping foodies discover those secret, hard-to-find dining experiences. A decade later, food influencers are a dominant force across social media platforms. Working with culinary influencers can be extremely effective for destinations, as a full campaign can showcase what makes the destination's food scene unique – highlighting everything from decadent restaurants to a particular regional style (Santa Monica barbecue, for example).

Food content thrives in a photo- or video-first environment, hooking consumers with a visual and then taking them further in with a call to action in the caption or a link to a blog post. “Instagram-worthy” food elicits an immediate mouthwatering response, and juxtaposing that against an awe-inspiring background drives destination interest. Many culinary influencers share the full destination experience through their content, so while food may be the focus, they also showcase the activities that fill their day – appealing to the culinary traveler.

## TARGET EARNED MEDIA OUTLETS

### MULTI-MARKET

- Food & Wine (China, Mexico, United States)
- Elle Gourmet (Japan, China)
- Noblesse (China, South Korea)

### AUSTRALIA

- Epicure Good Food
- The Age Good Food Guide
- Australian Gourmet Traveller
- Selector Wines
- Gourmet Traveller WINE
- Delicious
- @donna.hay
- Matt Riaghetti

### BRAZIL

- Viagem & Gastronomia
- Tastemade

### CANADA

- Eat North
- Dan Clapson, @dansgoodside

### CHINA

- Restaurant Review
- Food Ingredients
- Sandy Gao
- Wayne Kitchen

### GERMANY

- Axel Pinck (freelancer)
- Thomas Hauer
- Connoisseur Circle
- Flowers on my Plate
- Reisehappen
- Sternefresser

### FRANCE

- Valentine Cinier
- Citizen K
- Plus Une Miette
- Papilles & Pupilles

### ITALY

- La Cucina Italiana
- Food24
- Cucina Corriere
- Vero Cucina
- Gambero Rosso
- Reporter Gourmet

### JAPAN

- LEON
- Coyote
- CREA
- Riko Saito

### SOUTH KOREA

- Olive
- Bar & Dining
- Go On
- @sophia\_living
- @sweetpeoko

### MEXICO

- @fernando\_vela
- @manumanuti, @gordosxelmundo
- Food & Travel
- GIN Media Group, including Gourmet de Mexico

### SCANDINAVIA

- American Trails

### UNITED KINGDOM

- Neil Davey (freelancer)
- Nat Geo Food
- Foodism
- At the Table
- Observer Food Monthly
- Munchies (VICE food website)

### UNITED STATES

- Bon Appetit
- Food + Wine
- Saveur
- Food Network
- Rachael Ray Every Day
- The Daily Meal
- Eater
- Tasting Table
- Food Republic
- Food52
- Good Housekeeping



## RESTAURANTS FEATURED IN CALIFORNIA DREAM EATER INITIATIVE

### ADYA

Anaheim  
<http://adyaoc.com/>  
 IG Post

### Anaheim Packing District

Anaheim  
<https://www.anaheimpackingdistrict.com/>  
 IG Post/Video Content

### Black Sheep Grilled Cheese Bar

Anaheim  
<https://thecellarsite.com/black-sheep-gcb/>  
 IG Post

### Club 33

Anaheim  
<http://www.disneylandclub33.com/>  
 IG Post

### Georgia's

Anaheim  
<https://georgias-restaurant.com/>  
 IG Post

### Hammer Workshop & Bar

Anaheim  
<https://www.facebook.com/hammerworkshopandbar>  
 IG Post

### Hans' Homemade Ice Cream

Anaheim  
<http://www.hanshomemade.com/>  
 IG Post

### I Am Shaved Smoothies & Shaved Snow

Anaheim  
<https://www.anaheimpackingdistrict.com/>  
 IG Post

### Joe's Italian Ice

Anaheim  
<http://joesice.com/>  
 IG Post

### Olive Tree Restaurant

Anaheim  
<https://www.littlearabiadistrict.com/olive-tree-restaurant>  
 IG Post

### Orange Tei

Anaheim  
<http://orangetei.com/>  
 IG Post

### Pandor Artisan Bakery and Café

Anaheim  
<https://pandorbakery.com/>  
 IG Post

### Pop Bar

Anaheim  
<https://www.pop-bar.com/>  
 IG Post

### Ralph Brennan's Jazz Kitchen

Anaheim  
<https://www.rbjazzkitchen.com/>  
 IG Post

### Roscoe's House of Chicken and Waffles

Anaheim  
<https://www.roscoeschickenandwaffles.com/>  
 IG Post

### Snow Monster

Anaheim  
<https://snowmonsteroc.com/>  
 IG Post

### The Blind Rabbit

Anaheim  
<http://www.theblindrabbit.com/>  
 IG Post/Video Content

### The Kroft

Anaheim  
<http://www.thekroft.com/>  
 IG Post

### URBANA Mexican Gastronomy & Mixology

Anaheim  
<http://urbanaanaheim.com/>  
 IG Post

### Vitaly Caffe

Anaheim  
 IG Post

### Arnold Pantry

Arnold  
 IG Post

### Knee Deep Brewing Co.

Auburn  
<http://kneedeepbrewing.com/>  
 IG Post

### First Street Cafe

Benicia  
<https://www.firststcafe.com/>  
 IG Post

### Berkeley Social Club

Berkeley  
<https://www.berkeley-socialclub.com/>  
 IG Post

### Julia's Restaurant

Berkeley  
<https://www.berkeleycityclub.com/julias-restaurant.htm>  
 IG Post

### 7 Mile House Sports Bar & Grill

Brisbane  
<http://7milehouse.com/>  
 IG Post

### Séka Hills Olive Mill and Tasting Room

Brooks  
<http://www.sekahills.com/>  
 IG Post

### Pea Soup Andersen's

Buellton  
<http://www.peasoupandersens.net/>  
 IG Post

### Romancing the Bean

Burbank  
<https://www.romancingthebeancafe.com/>  
 IG Post

### Solage + Solbar

Calistoga  
<https://aubergeresorts.com/solage/dine/>  
 Video Content

### 400° Gourmet Burgers & Fries

Carmel  
 IG Post

### Carmel Bakery

Carmel  
<http://chefpepe.com/bakeries/carmel-bakery/>  
 IG Post

### Carmel Belle

Carmel  
<http://carmelbelle.com/>  
 IG Post

### Dametra Cafe

Carmel  
<http://dametracafe.com/>  
 IG Post

### La Bicyclette

Carmel  
<http://www.labicycletterestaurant.com/>  
 IG Post

### Little Swiss Cafe

Carmel  
[https://www.carmelcalifornia.com/restaurants-little\\_swiss\\_cafe\\_77.htm](https://www.carmelcalifornia.com/restaurants-little_swiss_cafe_77.htm)  
 IG Post

### Mundaka

Carmel  
 IG Post/Video Content

### Pier 76 Fish Grill

Cerritos  
<https://www.pier76fishgrill.com/>  
 IG Post

### B Street Public House

Chico  
<http://www.bstreetpub.com/>  
 Video Content

### Cafe Coda

Chico  
<https://www.cafecoda.com/>  
 IG Post

### Foodie Cafe

Chico  
<http://www.thefoodiecafe.com/>  
 Video Content

### Jon & Bon's

Chico  
<https://www.jonandbons.com/>  
 IG Post

### Leon Bistro

Chico  
<https://www.leonbistro.com/>  
 Video Content

**Live Life Juice Co.**

Chico  
<https://www.livelif juiceco.com/>  
Video Content

**Shubert's Ice Cream & Candy**

Chico  
<https://shuberts.com/contact/>  
IG Post/Video Content

**Sierra Nevada Brewing Co.**

Chico  
<https://sierranevada.com/>  
IG Post/Video Content

**Tin Roof Bakery and Cafe**

Chico  
<https://www.tinroofbakeryandcafe.com/>  
IG Post

**Winchester Goose**

Chico  
<http://thewinchestergoose.com/>  
IG Post

**Parisien Bakery**

Clovis  
IG Post

**Trelío**

Clovis  
<http://treliorestaurant.com/>  
IG Post/Video Content

**Harris Ranch Inn & Restaurant**

Coalinga  
<https://www.harrisranch.com/home/>  
IG Post

**Canasta Kitchen**

Concord  
<http://www.canastakitchen.com/>  
IG Post

**Marcello Delicatessen**

Conejo Valley  
IG Post

**Birdie Bowl & Juicery**

Costa Mesa  
<https://www.mkt.com/birdie>  
IG Post

**Blackmarket Bakery**

Costa Mesa  
<https://www.blackmarketbakery.com/>  
IG Post

**Din Tai Fung**

Costa Mesa  
<https://dintaifungusa.com/>  
IG Post

**East Borough**

Costa Mesa  
<http://www.east-borough.com/>  
IG Post

**Holsteins Shakes and Buns**

Costa Mesa  
IG Post

**Marche Moderne**

Costa Mesa  
<https://marchemoderne.net/>  
IG Post

**Milk + Honey**

Costa Mesa  
<http://www.milkandhoneycostamesa.com/>  
IG Post

**Portola Coffee Lab**

Costa Mesa  
<https://www.portolacoffeeelab.com/costamesa>  
IG Post

**Scott's Restaurant**

Costa Mesa  
IG Post

**ST Patisserie**

Costa Mesa  
<http://thepastryschool.org/about/st-patisserie-chocolate>  
IG Post/Video Content

**Taco Maria**

Costa Mesa  
<http://www.tacomaria.com/>  
IG Post

**Vaca**

Costa Mesa  
<http://www.vacarestaurant.com/>  
IG Post/Video Content

**Water Grill**

Costa Mesa  
<http://www.watergrill.com/wgscp/home.html>  
IG Post

**El Toro Bravo**

Davis  
<https://el-toro-bravo-mexican-restaurant.business.site/>  
IG Post

**Icekrimski**

Davis  
<https://www.icekrimskicafe.com/>  
IG Post

**Konditorei Austrian Pastry**

Davis  
<http://www.konditoreidavis.com/>  
IG Post

**Open Rice Kitchen**

Davis  
IG Post

**Sam's**

Davis  
<http://sams-mediterranean-cuisine.cafe-inspector.com/>  
IG Post/Video Content

**Share Tea**

Davis  
<http://www.1992sharetea.com/>  
IG Post

**Sweet and Shavery**

Davis  
<http://www.sweetandshavery.com/>  
IG Post

**Zuma Poke**

Davis  
<https://zumapoke.com/>  
IG Post

**Board and Brew**

Del Mar  
<https://boardandbrew.com/>  
IG Post

**Cafe Secret**

Del Mar  
<http://cafesecret.com/>  
IG Post/Video Content

**Crepes & Corks**

Del Mar  
<https://www.crepesandcorks.com/>  
IG Post

**Dogwood Diner**

Dunsmuir  
IG Post

**Yaks on the 5**

Dunsmuir  
<http://www.yaks.com/>  
IG Post

**California Kitchen**

El Dorado  
IG Post

**Heyday Cafe**

El Dorado  
<https://www.heydaycafe.com/>  
IG Post

**Smith Flat House**

El Dorado  
<https://www.smithflathouse.com/>  
IG Post

**Biergarten**

Encinitas  
<https://biergartenencinitas.com/>  
IG Post

**Stone Brewing Co.**

Escondido  
<https://www.stonebrewing.com/>  
IG Post

**Sierra Restaurant**

Fish Camp  
IG Post

**Sutter Street Steak House**

Folsom  
<http://www.sutterstreetsteakhouse.com/>  
IG Post

**Brandon's Diner**

Fontana  
<http://www.brandonsdiner.com/>  
IG Post

**Eggheads**

Fort Bragg  
IG Post

**Mendocino Cookie Co.**

Fort Bragg  
<https://www.mendocinocookiecompany.com/>  
IG Post



**Tsunami Nacho**

Fort Bragg  
IG Post/Video Content

**Amperсанд**

Fresno  
<http://www.amperсандicecream.com/>  
IG Post/Video Content

**Annex Kitchen**

Fresno  
<http://annexkitchenfresno.com/>  
IG Post

**Dusty Buns**

Fresno  
IG Post

**Kuppa Joy**

Fresno  
<https://www.kuppajoy.com/>  
IG Post

**School House**

Fresno  
<https://www.schoolhousesanger.com/>  
IG Post

**Taste Kitchen**

Fresno  
<http://tastekitchen.co/>  
IG Post

**Tree of Life**

Fresno  
<https://treeoflifefresno.com/>  
IG Post

**Garlic and Chives**

Garden Grove  
<https://www.garlicandchives.com/>  
IG Post

**The Fig Cafe**

Glen Ellen  
<https://www.thefigcafe.com/>  
IG Post

**Fire Fall Coffee**

Groveland  
IG Post

**Sam's Chowder House**

Half Moon Bay  
<https://www.samschowderhouse.com/>  
IG Post

**Banzai Bowls**

Huntington Beach  
<https://banzaibowls.com/>  
IG Post

**Sancho's Tacos**

Huntington Beach  
<http://www.sanchostacos.com/>  
IG Post

**Sandy's**

Huntington Beach  
<https://sandysbeachshack.com/>  
IG Post

**Sea Legs Wine Bar**

Huntington Beach  
<http://www.sealegswinebar.com/>  
IG Post/Video Content

**The Public House**

La Jolla  
<http://www.the-publichouse.com/>  
IG Post

**Ivory Restaurant and Lounge**

Laguna Beach  
IG Post

**Rooftop Lounge**

Laguna Beach  
<http://www.rooftoplagunabeach.com/>  
IG Post

**Surf and Sand**

Laguna Beach  
<https://www.surfandsandresort.com/>  
IG Post

**Blue Angel Cafe**

Lake Tahoe  
<https://blueangelcafe.com/>  
IG Post

**High Camp**

Lake Tahoe  
<https://squawalpine.com/high-camp-experience>  
IG Post

**Tahoe Getaway Cafe**

Lake Tahoe  
<http://getawaycafetahoe.com/>  
IG Post

**Tahoe House**

Lake Tahoe  
<https://www.tahoe-house.com/>  
IG Post

**The Landing**

Lake Tahoe  
<https://www.thelandingtahoe.com/>  
IG Post

**First Street Alehouse**

Livermore  
<https://www.firststreetalehouse.com/>  
IG Post

**A Moveable Feast**

Lodi  
<http://moradaeats.com/>  
IG Post/Video Content

**Flako's Tacos**

Lodi  
<https://www.flakostakos.com/>  
IG Post

**Flight Lounge**

Lodi  
IG Post

**Frosted Flour Cakery**

Lodi  
<https://frostedflour.com/>  
IG Post

**Hop N' Smokehouse**

Lodi  
IG Post

**Michael David Winery**

Lodi  
<https://michaeldavidwinery.com/>  
IG Post

**Star Donuts**

Lodi  
IG Post

**Towne House**

Lodi  
<https://winerose.com/the-restaurant>  
IG Post

**Mia's Brick Oven Pizza & Specialties**

Long Barn  
<http://www.mias.com/PagesNEW/index.php>  
IG Post

**Pier 76 Fish Grill**

Long Beach  
<https://www.pier76fishgrill.com/>  
IG Post

**The Attic on Broadway**

Long Beach  
<http://www.theatticonbroadway.com/>  
IG Post/Video Content

**High Hand Cafe**

Loomis  
<https://www.highhandnursery.com/taste-the-cafe/>  
IG Post

**Bob's Well Bread**

Los Alamos  
<https://www.bobswellbread.com/>  
IG Post

**800 Degrees**

Los Angeles  
<https://800degrees.com/>  
IG Post

**A Girl and Her Food**

Los Angeles  
IG Post

**A.O.C.**

Los Angeles  
<https://aocwinebar.com/index.html>  
IG Post

**After's Ice Cream**

Los Angeles  
<https://www.aftersicecream.com/>  
IG Post

**Beauty & Essex**

Los Angeles  
<https://beautyandessex.com/>  
IG Post

**Blu Jam Cafe**

Los Angeles  
<https://www.blujamcafe.com/>  
IG Post

**BS Taqueria**

Los Angeles  
IG Post

**Cento Pasta Bar**

Los Angeles  
<https://centopasta.com/>  
IG Post

**Commisary**

Los Angeles  
IG Post

**Eggslut**

Los Angeles  
<http://www.eggslut.com/>  
IG Post/Video Content

**Father's Office**

Los Angeles  
<https://fathersoffice.com/>  
IG Post

**Guisado's**

Los Angeles  
<http://www.guisados.co/>  
IG Post/Video Content

**Jon & Vinny's**

Los Angeles  
<https://www.jonandvinnys.com/>  
IG Post

**Le Pain Quotidien**

Los Angeles  
<https://www.lepainquotidien.com/us/en/>  
IG Post

**Ledlow**

Los Angeles  
IG Post

**Michael's Pizzeria**

Los Angeles  
IG Post

**Mohawk**

Los Angeles  
<https://www.mohawk.la/>  
IG Post

**Petit Trois**

Los Angeles  
<https://petittrois.com/>  
IG Post

**Republique**

Los Angeles  
<https://republiquela.com/>  
IG Post

**Sidecar**

Los Angeles  
IG Post

**Sqirl**

Los Angeles  
<https://sqirlla.com/>  
IG Post

**Urth Caffe**

Los Angeles  
<https://www.urthcaffe.com/>  
IG Post

**Wurstkuche**

Los Angeles  
<https://www.wurstkuche.com/>  
IG Post

**South Gate Brew Co.**

Madera County  
<https://southgatebrewco.com/>  
IG Post

**Mimi's Cookie Bar (now called Dessert'D)**

Mammoth  
<https://www.dessertd.com/>  
IG Post

**The Eatery**

Mammoth  
<https://mammothbrewingco.com/eatery/>  
IG Post

**The Lakefront**

Mammoth  
<https://www.lakefrontmammoth.com/>  
IG Post

**Manhattan Beach Post**

Manhattan Beach  
<http://www.eatmbpost.com/>  
IG Post

**Strand House**

Manhattan Beach  
<https://www.thestrandhousemb.com/>  
IG Post

**Salt**

Marina Del Rey  
<https://www.marinadelreyhotel.com/SALT-restaurant-and-bar>  
IG Post

**Hog Island Oyster Co.**

Marshall  
<https://hogislandoysters.com/>  
IG Post/Video Content

**Nick's Cove**

Marshall  
<https://nickscove.com/>  
IG Post

**Cafe Beaujolais**

Mendocino  
<https://www.cafebeaujolais.com/>  
IG Post/Video Content

**Chocolate Haus**

Mendocino  
IG Post

**Frankie's**

Mendocino  
<http://frankiesmendocino.com/>  
IG Post

**Good Life Cafe**

Mendocino  
<http://www.goodlifecafemendo.com/menu.html>  
IG Post

**MacCallum House**

Mendocino  
<https://www.maccallumhouse.com/>  
IG Post

**Mendocino Chocolate Company**

Mendocino  
<http://www.mendocino-chocolate.com/>  
IG Post

**Mendocino Market**

Mendocino  
<http://www.mendocino.com/?id=425>  
IG Post

**Equator Coffees**

Mill Valley  
<https://www.equatorcoffees.com/>  
IG Post

**Honeymoon Ice Cream**

Mill Valley  
<http://honeymoonicecream.com/>  
IG Post

**Kitchen Sunnyside**

Mill Valley  
<http://kitchensunnyside.com>  
IG Post

**Sweetwater Music Cafe**

Mill Valley  
<https://www.sweetwatermusichall.com/cafe/>  
IG Post

**Bagel Bakery**

Monterey  
<http://www.thebagelbakery.com/>  
IG Post

**Crystal Fish**

Monterey  
<http://crystalfishmonterey.com/>  
IG Post

**Domenico's**

Monterey  
<http://www.domenicosmonterey.com/>  
IG Post

**Esteban**

Monterey  
<https://www.hotelcasamunras.com/dining>  
IG Post

**Grotto**

Monterey  
<http://www.oldfishermansgrotto.com/index.htm>  
IG Post

**Paris Bakery**

Monterey  
<http://parisbakery.us/>  
IG Post

**Peter B's Brewpub**

Monterey  
<https://www.portolahotel.com/peter-bs-brewpub>  
IG Post

**Restaurant 1833**

Monterey  
IG Post

**Caffe Trieste**

Monterey  
<http://coffee.caffetrieste.com/>  
IG Post

**Phil's Fish Market**

Moss Landing  
<http://philsfishmarket.com/>  
IG Post/Video Content

**Alchemy Cafe**

Murphys  
<http://alchemymurphys.com/>  
IG Post

**Aria Bakery**

Murphys  
IG Post

**Doke**

Murphys  
IG Post

**Lila and Sage**

Murphys  
<https://lilaandsage.com/>  
IG Post



**The Red Apple**

Murphys  
<https://www.theredapplebunch.com/>  
IG Post/Video Content

**Fieldwork**

Napa  
<https://fieldworkbrewing.com/>  
IG Post

**Oxbow**

Napa  
<https://oxbowpublicmarket.com/>  
Video Content

**Alexis Baking Company**

Napa Valley  
<http://www.abcnapa.com/>  
IG Post

**Angele**

Napa Valley  
<https://www.angelerestaurant.com/>  
IG Post

**Artesa Winery**

Napa Valley  
<https://www.artesawinery.com/>  
IG Post/Video Content

**Boon Fly Cafe**

Napa Valley  
<http://www.boonflycafe.com/>  
IG Post

**Brix**

Napa Valley  
<https://www.brix.com/>  
IG Post

**Ca' Momi**

Napa Valley  
<http://www.camomiwinery.com/>  
IG Post

**Domaine Carneros**

Napa Valley  
<https://www.domainecarneros.com/>  
IG Post

**Frati Gelato Cafe**

Napa Valley  
IG Post

**Gott's Roadside**

Napa Valley  
<https://www.gotts.com/>  
IG Post/Video Content

**La Toque**

Napa Valley  
<https://latoque.com/>  
IG Post

**Mango On Main**

Napa Valley  
<https://www.mangoonmain.com/>  
IG Post

**Melted**

Napa Valley  
<https://www.meltednapavalley.com/>  
IG Post

**Model Bakery**

Napa Valley  
<https://www.themodelbakery.com/>  
IG Post

**Mustards**

Napa Valley  
<http://mustardsgrill.com/>  
IG Post/Video Content

**The Pear**

Napa Valley  
IG Post

**South Pine Cafe**

Nevada City  
<https://www.southpinecafe.com/>  
IG Post

**Babette's**

Newport Beach  
<https://www.babettesnewportbeach.com/>  
IG Post

**Crow Burger Kitchen**

Newport Beach  
IG Post

**Sgt. Pepperoni's Pizza Store**

Newport Beach  
<http://sgtpepps.com/>  
IG Post

**The Waffle Affair**

Newport Beach  
IG Post

**Blue Bottle Coffee**

Oakland  
<https://bluebottlecoffee.com/>  
IG Post

**Brown Sugar Kitchen**

Oakland  
<http://www.brownsugarkitchen.com/>  
IG Post/Video Content

**Calavera**

Oakland  
<https://calaveraoakland.com/>  
IG Post

**Chop Bar**

Oakland  
<http://www.oaklandchopbar.com/>  
IG Post

**Desco**

Oakland  
IG Post

**Donut Savant**

Oakland  
<http://www.donutsavant.com/>  
IG Post

**Drake's Beer**

Oakland  
<https://drinkdrakes.com/>  
IG Post

**Fentons Creamery**

Oakland  
<https://www.fentonscreamery.com/>  
IG Post

**Homeroom**

Oakland  
<https://homeroom510.com/>  
IG Post

**Hopscotch**

Oakland  
<https://www.hopscotchoakland.com/>  
IG Post

**Nido**

Oakland  
<http://www.nidoakland.com/>  
IG Post

**Ramen Shop**

Oakland  
<https://www.ramenshop.com/>  
IG Post/Video Content

**Smitten Ice Cream**

Oakland  
<https://www.smittenicecream.com/>  
IG Post

**Oakville Grocery**

Oakville  
<https://www.oakvillegrocery.com/>  
IG Post

**Haven Gastropub**

Orange  
<https://www.havencraftkitchen.com/>  
IG Post

**Fresh and Fab Cafe**

Oxnard  
<https://www.myfreshandfabulous.com/>  
IG Post

**Waterside Restaurant & Wine Bar**

Oxnard  
<https://watersidechannelislands.com/>  
IG Post

**Jeninni Kitchen + Wine Bar**

Pacific Grove  
<https://www.jeninni.com/>  
IG Post

**Cheeky's**

Palm Springs  
<http://cheekysps.com/>  
IG Post/Video Content

**Elmer's**

Palm Springs  
<https://eatatelmers.com/>  
IG Post

**Ernest Coffee**

Palm Springs  
<https://www.ernestcoffee.com/>  
IG Post

**Great Shakes**

Palm Springs  
<https://www.greatshakes.com/>  
IG Post

**Mister Parker's**

Palm Springs  
<https://www.parkerpalmsprings.com/food-and-drink/>  
IG Post/Video Content

**Norma's**

Palm Springs  
<https://www.parkerpalmsprings.com/food-and-drink/>  
IG Post

**Pho 533**

Palm Springs  
<https://533vietfusion.com/>  
IG Post

**Rick's Dessert Diner**

Palm Springs  
IG Post

**The Tropicale**

Palm Springs  
<https://apps.thetropicale.com/>  
IG Post

**The Venue Sushi Bar**

Palm Springs  
<https://thevenuepalmdesert.com/>  
IG Post

**Bird Dog**

Palo Alto  
<https://birddogpa.com/>  
IG Post

**Reposado**

Palo Alto  
<http://www.reposadorestarant.com/>  
IG Post

**Lavender & Honey**

Pasadena  
<https://lavenderandhoneyespresso.com/>  
IG Post

**Modan**

Pasadena  
<https://modanramen.com/>  
IG Post

**Pie'n Burger**

Pasadena  
<http://pienburger.com/>  
IG Post

**Russell's**

Pasadena  
<http://russells.juisyfood.com/>  
IG Post

**Union Restaurant**

Pasadena  
<http://unionpasadena.com/>  
IG Post

**Fish Gaucho**

Paso Robles  
<http://www.fishgaucho.com/>  
IG Post

**Kitchenette Templeton**

Paso Robles  
<http://kitchenettetempleton.com/>  
IG Post

**Sticks**

Pebble Beach  
<https://www.pebblebeach.com/dining/sticks/>  
IG Post

**The Bench**

Pebble Beach  
<https://www.pebblebeach.com/dining/the-bench/>  
IG Post

**Fusillo Foto**

Pismo Beach  
IG Post

**Old West Cinnamon Rolls**

Pismo Beach  
<https://oldwestcinnamonrolls.com/>  
IG Post

**Pismo Fish & Chips**

Pismo Beach  
<http://pismofishandchips.com/>  
IG Post

**Splash Cafe**

Pismo Beach  
<https://www.splashcafe.com/>  
IG Post/Video Content

**Surfside Donuts**

Pismo Beach  
<https://www.surfsidedonuts.com/>  
IG Post

**Tomasko Salt Water Taffy**

Pismo Beach  
IG Post

**Bovine Bakery**

Point Reyes Station  
<http://www.bovinebakeryptreyes.com/>  
IG Post

**Cowgirl Creamery**

Point Reyes Station  
<https://www.cowgirlcreamery.com/>  
IG Post/Video Content

**Station House Cafe**

Point Reyes Station  
<https://stationhousecafe.com/>  
IG Post

**The Palace Market**

Point Reyes Station  
<https://palacemarket.com/>  
IG Post

**Toby's Coffee Bar**

Point Reyes Station  
<https://www.tobysfeedbarn.com/>  
IG Post

**Nelson's**

Rancho Palos Verdes  
<https://www.terraanea.com/dining/nelsons>  
IG Post

**Fall River Brewing**

Redding  
<https://www.fallriverbrewing.com/>  
IG Post

**Sweet Spot**

Redding  
IG Post

**The Chicken Shack**

Redding  
<https://www.chickenshacknorcal.com/>  
IG Post

**Wilda's Grill**

Redding  
<https://wildasgrill.com/>  
IG Post/Video Content

**Wildcard Brewing Co.**

Redding  
<https://wildcardbrewingco.com/>  
IG Post

**Locale 90**

Redondo Beach  
<http://locale90.com/>  
IG Post

**Polly's at the Pier**

Redondo Beach  
IG Post

**Health's Kitchen**

Riverside  
IG Post

**Amaro Bistro**

Sacramento  
IG Post

**Azul**

Sacramento  
IG Post

**Bacon and Butter**

Sacramento  
<http://baconandbuttersac.com/>  
IG Post/Video Content

**Blackbird**

Sacramento  
IG Post

**Block Butcher**

Sacramento  
IG Post

**Bombay Bar & Grill**

Sacramento  
<https://www.bombaybarngill.com/>  
IG Post

**Bottle and Barlow**

Sacramento  
<https://bottleandbarlow.com/>  
IG Post/Video Content

**Boy's Bakery**

Sacramento  
IG Post

**Brasserie Capitale**

Sacramento  
<https://brasseriecapitale.com/>  
IG Post

**Cafe Dantorels**

Sacramento  
<http://www.cafedantorels.com/>  
IG Post

**Cafeteria 15L**

Sacramento  
<http://cafeteria15l.com/>  
IG Post

**Canon**

Sacramento  
<https://canoneastsac.com/>  
IG Post

**Chando's Tacos**

Sacramento  
<https://chandostacos.com/>  
IG Post

**Formoli's Bistro**

Sacramento  
IG Post

**Frank Fats**

Sacramento  
<https://frankfats.com/>  
IG Post

**Ginger Elizabeth**

Sacramento  
<https://gingerelizabeth.com/>  
IG Post



**Gogi's Korean BBQ**

Sacramento  
<http://www.gogisbbq.com/>  
IG Post

**Hawks Provisions**

Sacramento  
<http://www.hawkspubhouse.com/>  
IG Post

**Hock Farm**

Sacramento  
IG Post

**Hot Italian**

Sacramento  
<http://www.hotitalian.net/>  
IG Post

**Iron Grill**

Sacramento  
<http://irongrillsac.com/>  
IG Post

**Iron Horse Tavern**

Sacramento  
<http://ironhorsetavern.net/>  
IG Post

**Kru**

Sacramento  
<https://www.krurestaurant.com/>  
IG Post/Video Content

**La Vendita**

Sacramento  
<http://www.lavenaditasac.com/>  
IG Post

**Low Brau**

Sacramento  
<http://www.lowbrausacramento.com/>  
IG Post

**Magpie Cafe**

Sacramento  
<https://magpiecafe.com/>  
IG Post/Video Content

**Marie's Donuts**

Sacramento  
Video Content

**Masullo**

Sacramento  
<https://www.masullopizza.com/>  
IG Post

**Mother**

Sacramento  
<https://www.mothersacramento.com/>  
IG Post/Video Content

**Nopalito's**

Sacramento  
<http://nopalitoscafe.com/>  
IG Post

**OBO**

Sacramento  
<https://oboitalian.com/>  
IG Post

**Old Soul Co.**

Sacramento  
<https://oldsoulco.com/>  
IG Post

**One Speed Pizza**

Sacramento  
<https://www.onespeedpizza.com/>  
IG Post

**Orphan Breakfast House**

Sacramento  
<http://www.orphanbreakfast.com/>  
IG Post

**Paragary's**

Sacramento  
<https://www.paragarysmidtown.com/>  
IG Post

**Rick's Dessert Diner**

Sacramento  
<http://ricksdessertdiner.com/>  
IG Post

**Ruhstaller BMT**

Sacramento  
<https://ruhstallerbeer.com/>  
Video Content

**Saddlerock**

Sacramento  
IG Post

**Shady Lady**

Sacramento  
<https://www.shadyladybar.com/>  
IG Post

**Shoki Ramen House**

Sacramento  
<http://shokiramenhouse.com/>  
Video Content

**Skool on K**

Sacramento  
IG Post

**Slightly Skewed**

Sacramento  
<https://www.slightlyskewedtruck.com/>  
IG Post

**South**

Sacramento  
<http://www.weheartfriedchicken.com/>  
IG Post

**Taste of Thai**

Sacramento  
<http://www.tasteofthaisac.com/>  
IG Post

**Temple Coffee**

Sacramento  
<https://templecoffee.com/>  
IG Post/Video Content

**The Parlor Ice Cream**

Sacramento  
<https://www.theparloricecream.com/>  
IG Post

**The Porch**

Sacramento  
<http://www.theporchrestaurantandbar.com/>  
IG Post

**Trailside Cafe**

Sacramento  
IG Post

**V. Miller**

Sacramento  
<https://www.vmillermeats.com/>  
IG Post

**Vic's Ice Cream**

Sacramento  
<http://vicsicecream.com/>  
IG Post

**Yard House**

Sacramento  
<https://www.yardhouse.com/home>  
IG Post

**Yoichi's**

Sacramento  
<http://www.yoichis.com/>  
Video Content

**10 Barrel Brewing Co.**

San Diego  
<https://10barrel.com/pub/san-diego/>  
IG Post

**Avant**

San Diego  
<https://www.ranchobernardoinn.com/dine/avant/>  
IG Post

**Backyard**

San Diego  
<https://www.backyardpb.com/>  
IG Post

**Bankers Hill**

San Diego  
<https://www.bankershillsd.com/>  
IG Post

**Barra Barra Saloon**

San Diego  
<https://barrabarrasaloon.com/>  
IG Post

**Bleu Boheme**

San Diego  
<http://www.bleuboheme.com/>  
IG Post

**Blue Point**

San Diego  
<https://www.cohnrestaurants.com/bluepoint>  
IG Post

**Bracero Cocina**

San Diego  
IG Post

**Burger Lounge**

San Diego  
<https://www.burgerlounge.com/>  
IG Post

**Cafe Chloe**

San Diego  
IG Post

**Cannonball**

San Diego  
<https://www.cannonballsd.com/>  
IG Post

**Carnitas Snack Shack**

San Diego  
<http://carnitassnackshack.com/>  
IG Post

**Comun Kitchen & Tavern**

San Diego  
IG Post

**Donut Bar**

San Diego  
<https://donutbar.com/>  
IG Post/Video Content

**Draft**

San Diego  
IG Post

**Elixir Espresso Bar**

San Diego  
<http://www.elixirespressobar.com/>  
IG Post

**Farmer's Bottega**

San Diego  
<http://www.farmersbottega.com/>  
IG Post

**Galaxy Taco**

San Diego  
<https://www.galaxytaco.com/>  
IG Post/Video Content

**Great Maple**

San Diego  
<https://thegreatmaple.com/sd-menu/>  
IG Post

**Grinds & Vines Coffee Bar**

San Diego  
<https://grindsandvine.com/>  
IG Post

**Half Door Brewing Co.**

San Diego  
<http://www.halfdoorbrewing.com/>  
IG Post

**Hodads**

San Diego  
<https://hodadies.com/>  
IG Post

**House of Blues**

San Diego  
<http://www.houseofblues.com/>  
IG Post

**Ironside Fish & Oyster**

San Diego  
<https://ironsidefishandoyster.com/>  
IG Post

**Juniper and Ivy**

San Diego  
<https://www.juniperandivy.com/>  
IG Post

**Kettner Exchange**

San Diego  
<https://www.kettnerexchange.com/>  
IG Post

**La Playa Taco Shop**

San Diego  
<http://www.laplayatacoshop.com/>  
IG Post

**Local's**

San Diego  
<https://thelocalsandiego.com/>  
IG Post

**Oscar's Mexican Seafood**

San Diego  
<http://www.oscarsmexicanseafood.com/>  
IG Post

**Prep Kitchen**

San Diego  
<https://www.prepkitchen.com/>  
IG Post

**Provisional**

San Diego  
<https://www.pendryhotels.com/san-diego/dining/provisional/>  
IG Post

**Puesto**

San Diego  
<https://eatpuesto.com/>  
IG Post

**Queenstown**

San Diego  
<https://queenstownpublichouse.com/>  
IG Post

**Sirena Cocina**

San Diego  
IG Post

**Tajima**

San Diego  
<http://tajimasandiego.com/>  
IG Post

**The Crack Shack**

San Diego  
<https://www.crackshack.com/>  
IG Post

**The Patio**

San Diego  
<https://www.thepatioongoldfinch.com/>  
IG Post

**The Underbelly**

San Diego  
<https://godblessunderbelly.com/>  
IG Post

**US Grant Hotel**

San Diego  
<https://www.marriott.com/hotels/travel/sanlc-the-us-grant-a-luxury-collection-hotel-san-diego/>  
IG Post

**Watergrill**

San Diego  
<http://www.watergrill.com/wgsd/home.html>  
IG Post

**WhisknLadle Bistro & Bar**

San Diego  
<https://www.whisknadle.com/>  
IG Post

**5A5 Steak Lounge**

San Francisco  
<http://5a5stk.com/#reserve>  
IG Post

**Aina**

San Francisco  
<http://www.ainasf.com/>  
IG Post

**Anzu**

San Francisco  
<https://www.restaurantanzu.com/>  
IG Post

**Bacon Bacon**

San Francisco  
<https://www.baconbaconsf.com/>  
IG Post

**Bi Rite Creamery**

San Francisco  
<https://biritemarket.com/creamery/>  
IG Post

**Blowfish Sushi**

San Francisco  
IG Post

**Boba Guys**

San Francisco  
<http://www.bobaguys.com/>  
IG Post

**Brass Tacks**

San Francisco  
<http://brasstackssf.com/>  
IG Post

**Bunmee**

San Francisco  
<http://www.bunmee.co/>  
IG Post

**Craftsman and Wolves**

San Francisco  
<https://www.craftsman-wolves.com/>  
IG Post

**Crustacean**

San Francisco  
<http://www.crustaceansf.com/>  
IG Post/Video Content

**Curry Up Now**

San Francisco  
<http://www.curryupnow.com/>  
IG Post

**Dandelion**

San Francisco  
<https://www.dandelionchocolate.com/>  
IG Post

**Delfina**

San Francisco  
<http://www.delfinasf.com/>  
IG Post

**Dirty Habit**

San Francisco  
<http://www.dirtyhabitsf.com/>  
IG Post

**Dosa**

San Francisco  
<https://www.dosasf.com/>  
IG Post

**Dynamo Donut**

San Francisco  
<https://dynamodonut.com/>  
IG Post

**Flour and Water**

San Francisco  
<https://www.flourandwater.com/>  
IG Post



**Fog Harbor**

San Francisco  
<https://fogharbor.com/>  
IG Post

**Frances**

San Francisco  
<https://www.frances-sf.com/>  
IG Post

**Glaze**

San Francisco  
<https://www.glaze.com/>  
IG Post

**Hops and Hominy**

San Francisco  
<http://www.hopsandhominy.com/>  
IG Post

**House of Nanking**

San Francisco  
<https://houseofnanking.net/>  
IG Post/Video Content

**Kara's Cupcake**

San Francisco  
<https://karascupcakes.com/>  
IG Post

**La Mar**

San Francisco  
<https://lamarsf.com/>  
IG Post

**Liho Liho Yacht Club**

San Francisco  
<https://liholihoyachtclub.com/>  
IG Post

**Marlowe**

San Francisco  
<https://marlowesf.com/>  
IG Post

**Media Noche**

San Francisco  
<https://www.medianochesf.com/>  
IG Post

**Mission Rock**

San Francisco  
<https://sfport.com/missionrock>  
IG Post

**Mr. Holmes Bakehouse**

San Francisco  
<http://mrholmesbakehouse.com/>  
IG Post/Video Content

**Myriad Gastro Pub**

San Francisco  
<https://www.myriadsf.com/>  
IG Post

**Outerlands**

San Francisco  
<http://outerlandssf.com/>  
IG Post

**Panaderia La Mexicana**

San Francisco  
IG Post

**Philz Coffee**

San Francisco  
<https://www.philzcoffee.com/>  
IG Post

**Pizzeria Delfina**

San Francisco  
<https://pizzeriadelfina.com/>  
IG Post

**Plow**

San Francisco  
<https://www.eatatplow.com/>  
IG Post

**Roam**

San Francisco  
<http://www.roamburgers.com/>  
IG Post

**Salumeria**

San Francisco  
<https://salumeriasf.com/>  
IG Post

**Sidewalk Juice**

San Francisco  
<http://sidewalkjuice.com/>  
IG Post

**Smitten Ice Cream**

San Francisco  
<https://www.smittenicecream.com/>  
IG Post

**Split**

San Francisco  
<https://www.spliteats.com/>  
IG Post

**State Bird Provisions**

San Francisco  
<https://statebirdssf.com/>  
IG Post

**Straw**

San Francisco  
<https://www.strawssf.com/>  
IG Post

**Sugarfina**

San Francisco  
<https://www.sugarfina.com/>  
IG Post

**Sushirrito**

San Francisco  
<https://www.sushirrito.com/>  
IG Post

**Tartine Bakery**

San Francisco  
<https://www.tartinebakery.com/>  
IG Post

**The American, Spicy Pie,  
Tacolicious**

San Francisco  
IG Post

**The Bird**

San Francisco  
<https://thebirdssf.com/>  
IG Post

**The Brixton**

San Francisco  
<https://www.brixtonsf.com/>  
IG Post

**The Lunch Pad**

San Francisco  
<http://www.thelunchpadsf.com/>  
IG Post

**The Riddler**

San Francisco  
<https://www.theriddlersf.com/>  
IG Post

**Tony's Pizza**

San Francisco  
<https://tonyspizzanapoletana.com/>  
IG Post

**Vive La Tarte**

San Francisco  
<https://vivelatarte.com/>  
IG Post

**Wayfare Tavern**

San Francisco  
<http://wayfaretavern.com/>  
IG Post

**Western Addition**

San Francisco  
IG Post

**B Patisserie**

San Francisco  
<https://bpatisserie.com/>  
IG Post

**Back A Yard**

San Jose  
<https://www.backayard.net/>  
IG Post

**Deluze Eat Drink**

San Jose  
IG Post

**Fairmont San Jose**

San Jose  
<https://www.fairmont.com/san-jose/>  
IG Post

**Fountain Restaurant**

San Jose  
<https://www.fairmont.com/san-jose/dining/fountain-restaurant/>  
IG Post

**Holy Cannoli**

San Jose  
<http://www.holycannolisj.com/>  
IG Post

**SlodoCo Donuts**

San Louis Obispo  
<http://www.slodoco.com/>  
IG Post

**Apple Farm Inn**

San Luis Obispo  
<https://www.applefarm.com/>  
IG Post

**Big Sky Cafe**

San Luis Obispo  
<http://bigskycafe.com/>  
IG Post

**Eat Chronic Tacos**

San Luis Obispo  
<http://www.chronictacos.com/>  
IG Post

**Frank's Famous Hot Dogs**

San Luis Obispo  
IG Post

**Luna Red**

San Luis Obispo  
<http://www.lunaredslo.com/>  
IG Post

**Madonna Inn**

San Luis Obispo  
<https://www.madonnainn.com/>  
IG Post/Video Content

**Milestone Tavern**

San Luis Obispo  
<https://www.milestonetavern.com/>  
IG Post

**Novo**

San Luis Obispo  
<https://www.novorestaurant.com/>  
IG Post

**Raku Ramen**

San Luis Obispo  
<http://www.raku-ramen.com/>  
IG Post

**Scout Coffee**

San Luis Obispo  
<https://scoutcoffeeco.com/>  
IG Post

**Seeds**

San Luis Obispo  
<http://www.seedsongarden.com/>  
IG Post

**The Cuban Press**

San Luis Obispo  
IG Post

**The Daily Batch**

San Luis Obispo  
<http://www.batchslo.com/>  
IG Post

**Donut Friend**

San Luis Obispo  
IG Post

**Sol Food**

San Rafael  
<https://www.solfoodrestaurant.com/>  
IG Post

**Backyard Bowls**

Santa Barbara  
<http://www.backyardbowls.com/>  
IG Post/Video Content

**Crushcakes Cafe**

Santa Barbara  
<http://crushcakes.com/>  
IG Post/Video Content

**Empty Bowl Noodle**

Santa Barbara  
<http://www.emptybowlnoodle.com/>  
IG Post/Video Content

**Enjoy Cupcakes**

Santa Barbara  
<http://enjoycupcakes.com/>  
IG Post

**Finch and Fork**

Santa Barbara  
<https://finchandforkrestaurant.com/>  
IG Post

**Helena Avenue Bakery**

Santa Barbara  
<https://www.helenaavenuebakery.com/>  
IG Post

**La Super-Rica**

Santa Barbara  
IG Post

**Lilac Patisserie**

Santa Barbara  
<http://lilacpatisserie.com/>  
IG Post

**Lilly's Taqueria**

Santa Barbara  
<http://lillystacos.com/>  
IG Post

**Lucky Penny**

Santa Barbara  
<http://www.luckypennysb.com/>  
IG Post

**McConnell's Ice Creams**

Santa Barbara  
<https://mcconnells.com/>  
IG Post/Video Content

**On the Alley**

Santa Barbara  
<https://www.onthealley.com/>  
IG Post

**Rori's Creamery**

Santa Barbara  
<https://www.rorisartisanalcreamery.com/>  
IG Post

**San Ysidro Ranch**

Santa Barbara  
<http://www.sanysidroranch.com/>  
IG Post

**Santa Barbara Shellfish Co.**

Santa Barbara  
<http://shellfishco.com/>  
IG Post

**Summerland Beach Cafe**

Santa Barbara  
<http://www.summerlandbeachcafe.com/>  
IG Post

**Tacqueria Cuernavaca**

Santa Barbara  
Video Content

**The Endless Summer Bar Cafe**

Santa Barbara  
<https://www.chuckswaterfrontgrill.com/the-endless-summer-bar-cafe>  
IG Post

**The Hungry Cat**

Santa Barbara  
IG Post/Video Content

**Tupelo Junction Cafe**

Santa Barbara  
IG Post

**Aquarius**

Santa Cruz  
<https://www.dreaminnsantacruz.com/santa-cruz-restaurants/aquarius>  
IG Post

**Chill Out Cafe**

Santa Cruz  
IG Post

**Cremer House**

Santa Cruz  
<http://www.cremerhouse.com/>  
IG Post

**Oak and Rye**

Santa Cruz  
<http://www.oakandryepizza.com/>  
IG Post

**Pono Hawaiian Grill**

Santa Cruz  
<http://www.ponohawaiiangrill.com/site/>  
IG Post

**Saturn Cafe**

Santa Cruz  
<https://saturncafe.com/>  
IG Post/Video Content

**Shadowbrook**

Santa Cruz  
<https://www.shadowbrook-capitola.com/>  
IG Post/Video Content

**Ashland Hill**

Santa Monica  
<https://www.ashlandhill.com/>  
IG Post

**Bay Cities Italian Deli**

Santa Monica  
<https://order.bcdeli.com/>  
IG Post/Video Content

**Blue Plate**

Santa Monica  
<http://www.blueplatesantamonica.com/home>  
IG Post

**Creams and Dreams**

Santa Monica  
<http://creamsdreams.com/>  
IG Post

**Fig**

Santa Monica  
<http://www.figsantamonica.com/>  
IG Post

**Lemonade**

Santa Monica  
<https://www.lemonadela.com/>  
IG Post

**Rori's Creamery**

Santa Monica  
<https://www.rorisartisanalcreamery.com/>  
IG Post

**Rosti Tuscan Kitchen**

Santa Monica  
<https://www.rostituscankitchen.com/>  
IG Post

**Sidecar Doughnuts**

Santa Monica  
<https://www.sidecardoughnuts.com/>  
IG Post

**Stefano's Pizzeria**

Santa Monica  
IG Post



**Sweetfin**

Santa Monica  
<https://www.sweetfin.com/>  
IG Post/Video Content

**The Hive**

Santa Monica  
<http://www.thehivesm.com/>  
IG Post

**The Penthouse**

Santa Monica  
<https://www.thehuntleyhotel.com/penthouse>  
IG Post

**The Taco Teca**

Santa Monica  
IG Post

**Watergrill**

Santa Monica  
<http://www.watergrill.com/>  
IG Post

**Russian River**

Santa Rosa  
<https://russianriverbrewing.com/>  
IG Post/Video Content

**The Spinster Sisters**

Santa Rosa  
<http://thespinstersisters.com/>  
IG Post/Video Content

**Barrel House Tavern**

Sausalito  
<https://barrelhousetavern.com/>  
IG Post

**The Lighthouse Cafe**

Sausalito  
<http://www.lighthouse-restaurants.com/>  
IG Post

**Barrio**

Sebastopol  
<https://thebarlow.net/tenants/barrio/>  
IG Post

**Paula's Pancake House**

Solvang  
<http://www.paulaspancakehouse.com/>  
IG Post

**The Landsby**

Solvang  
<https://thelandsby.com/>  
IG Post

**Ledson Winery**

Sonoma  
<https://ledson.com/>  
Video Content

**Sunflower Cafe**

Sonoma  
<http://www.sonomasunflower.com/>  
IG Post

**The Fremont Diner**

Sonoma  
<http://www.thefremontdiner.com/>  
IG Post/Video Content

**The Gables**

Sonoma  
<https://www.thegablesinn.com/>  
IG Post

**The Girl and The Fig**

Sonoma  
<https://www.thegirlandthefig.com/>  
IG Post/Video Content

**Cold Water Brewery**

South Lake Tahoe  
<http://www.tahocoldwaterbrewery.com/>  
IG Post

**Culinary Institute of America Greystone**

St. Helena  
<https://www.ciachef.edu/cia-california/>  
IG Post/Video Content

**Goose and Gander**

St. Helena  
<https://www.goosegander.com/>  
IG Post

**Raymond Winery**

St. Helena  
<https://raymondvineyards.com/>  
IG Post

**Parside Cafe**

Stinson Beach  
<https://www.parksidecafe.com/>  
IG Post

**Bella Vista Cucina**

Stockton  
<https://bellavistastockton.com/>  
IG Post

**French 25**

Stockton  
IG Post

**Kyodai**

Stockton  
IG Post

**Mama's Pho and Sandwiches**

Stockton  
IG Post

**Market Tavern**

Stockton  
<http://www.markettavernstk.com/>  
IG Post

**Midgley's Public House**

Stockton  
<https://www.midgleyspublichouse.com/>  
IG Post/Video Content

**Midtown Creperie**

Stockton  
<https://midtowncreperie.com/>  
IG Post

**Miguel's Mexican Restaurant**

Stockton  
IG Post

**Rita's**

Stockton  
<https://www.ritasice.com/store/stockton/>  
IG Post

**Squeeze Burger**

Stockton  
<http://www.squeezeburger.com/>  
IG Post

**The Orange Works Cafe**

Strathmore  
<http://theorangeworkscafe.com/>  
IG Post/Video Content

**Fire Sign Cafe**

Tahoe City  
<https://www.firesigncafe.com/>  
Video Content

**West Shore Market**

Tahoe City  
<https://www.westshoremarket.com/>  
Video Content

**Avensole Winery**

Temecula  
<http://www.avensolewinery.com/>  
IG Post

**Cork Fire Kitchen**

Temecula  
<https://temeculacreekinn.com/temecula-restaurants/>  
IG Post

**E.A.T. Marketplace**

Temecula  
<https://eatmarketplace.com/>  
IG Post

**Fazeli Cellars**

Temecula  
<http://www.fazelicellars.com/>  
IG Post

**Robert Renzoni Winery**

Temecula  
<https://robertrenzonivineyards.com/>  
IG Post

**Skewers of Temecula**

Temecula  
<http://www.skewersoftemecula.com/>  
IG Post

**Wilson Creek Winery**

Temecula  
<https://www.wilsoncreekwinery.com/>  
IG Post/Video Content

**Marty's Cafe**

Truckee  
<https://martyscafetruckee.com/>  
IG Post

**Moody's Bistro Bar & Beats**

Truckee  
<http://www.moodysbistro.com/>  
Video Content

**Terrace Restaurant & Bar**

Truckee  
<https://squawalpine.com/events-things-do/terrace-restaurant-bar>  
Video Content

**Rad Coffee Co.**

Upland  
<https://radcoffeeco.com/>  
IG Post

**Backdoor Bistro**

Vacaville  
<https://www.backdoorbistro.com/>  
IG Post

**Buddha Thai Bistro**

Vacaville  
<https://www.buddhathaiibistro.net/>  
 IG Post

**Spice Thai**

Vacaville  
<https://www.spicethai-vacaville.com/>  
 IG Post

**Andria's Seafood**

Ventura  
<https://www.andriasseafood.com/>  
 IG Post

**Cafe Nouveau**

Ventura  
<http://www.cafenouveau.net/>  
 IG Post

**Fluid State**

Ventura  
<http://www.fluidstatebeer.com/>  
 Video Content

**Paradise Pantry**

Ventura  
<https://www.paradisepantry.com/>  
 Video Content

**Rumfish Y Vino**

Ventura  
<http://www.rumfishyvinoventura.com/>  
 IG Post

**Scratch**

Ventura  
<https://scratchesandwiches.com/>  
 IG Post

**Seaward Fish and Chips**

Ventura  
 IG Post

**Stokey Coffee**

Ventura  
 IG Post

**The Jolly Oyster**

Ventura  
<https://thejollyoyster.com/>  
 IG Post/Video Content

**Tierra Sur**

Ventura  
<http://tierrasuratherzog.com/>  
 IG Post

**Ventiki**

Ventura  
<http://www.ventikiloungeandlanai.com/>  
 IG Post

**Alfred**

West Hollywood  
<https://alfred.la/>  
 IG Post/Video Content

**Au Fudge**

West Hollywood  
 IG Post

**Connie & Ted's**

West Hollywood  
<https://www.connieandteds.com/>  
 IG Post/Video Content

**EP LP**

West Hollywood  
<https://www.eplosangeles.com/>  
 IG Post

**Shake Shack**

West Hollywood  
<https://www.shakeshack.com/location/west-hollywood/>  
 IG Post

**The Assembly Cafe**

West Hollywood  
<http://www.theassemblycafe.com/>  
 IG Post

**Verve Coffee**

West Hollywood  
<https://www.vervecoffee.com/pages/melrose-avenue>  
 IG Post

**Yeastie Boys Bagels**

West Hollywood  
<http://yeastieboysbagels.com/>  
 IG Post

**Paul Martin's**

Westlake Village  
<https://paulmartinsamericangrill.com/locations/westlake-village-restaurant/>  
 IG Post

**El Paisan**

Woodland  
 IG Post

**Majestic Yosemite Hotel**

Yosemite  
<https://www.travelyosemite.com/lodging/the-majestic-yosemite-hotel/>  
 IG Post/Video Content

**The Mountain Room**

Yosemite  
<https://www.yosemite.com/restaurants-dining/mountain-room-restaurant-2/>  
 IG Post

**Addendum**

Yountville  
<https://www.thomaskeller.com/addendum>  
 Video Content

**Bouchon**

Yountville  
<https://www.thomaskeller.com/bouchonyountville>  
 IG Post

**The French Laundry**

Yountville  
<https://www.thomaskeller.com/tfl>  
 IG Post

**Dhillon's Pizza**

Yuba City  
<http://www.dhillonspizza.com/>  
 IG Post/Video Content

**Justin's Kitchen**

Yuba City  
<https://www.justins-kitchen.com/>  
 IG Post

**Kringle Donuts**

Yuba City  
 IG Post

**Mama Chiquita Bakery**

Yuba City  
 IG Post

**Midtown Grill**

Yuba City  
<http://www.midtowngrillyc.com/>  
 IG Post

**The Cookie Tree**

Yuba City  
<https://www.cookiecree.net/>  
 IG Post



## FEATURED CHEFS IN CULINARY PROGRAMMING

### **Aaron Meneghelli, Chef**

FARM  
Carneros Resort and Spa, Napa

### **Aaron Petersen, Restaurateur**

The Landsby  
Solvang  
<https://thelandsby.com/dining/>

### **Alice Waters, Chef**

Chez Panisse  
Berkeley

### **Amar Santana, Chef**

Vaca  
Costa Mesa  
<http://www.vacarestaurant.com/>

### **Andrew Cain, Chef**

Sante  
Fairmont Sonoma Mission Inn and  
Spa, Sonoma

### **Andrew Firestone, Winemaker**

Firestone Vineyard  
Los Olivos  
<https://www.firestonewine.com/>

### **Ayesha Curry, Chef**

International Smoke  
San Francisco

### **Ben Brown, Chef**

### **Bernard Ibarra, Chef**

Terranea Resort  
Rancho Palos Verdes  
<https://www.terranea.com/>

### **Bill Harlan, Winemaker**

Harlan Estate  
Oakville  
<https://harlanestate.com/>

### **Billy Ngo, Chef**

Kru  
Sacramento  
<https://www.krurestaurant.com/>

### **Bob Blumer, Food Network host**

<http://www.bobblumer.com/>

### **Brandon Hughes, Chef**

Wine Cask  
Santa Barbara  
<https://www.winecask.com/>

### **Brian Huskey, Chef**

The Tackle Box

### **Brian Malarkey, Chef**

Searsucker  
Herringbone  
San Diego  
Los Angeles  
<https://searsucker.com/>  
<https://herringboneeats.com/>

### **Caroline Styne, Chef**

Lucques  
West Hollywood  
<https://www.lucques.com/>

### **Carolyn Wentz, Winemaker**

Rosso & Bianco  
Geyserville  
<https://www.francisfordcoppolawinery.com/en/our-wines/rosso-bianco/>

### **Casey Lane, Chef**

The Tasting Room  
Venice  
Viale dei Romani  
West Hollywood  
Brevia  
Downtown Los Angeles  
Veranda  
Downtown Los Angeles

### **Charles Phan, Chef**

The Slanted Door  
San Francisco  
<https://www.slanteddoor.com/>

### **Chris Cosentino, Chef**

Acacia House  
St. Helena  
<https://www.marriott.com/hotels/travel/sfolas-las-alcobas-a-luxury-collection-hotel-napa-valley/>

### **Christopher Kostow, Chef**

The Restaurant at Meadowood  
St. Helena  
<https://www.therestaurantatmeadowood.com/>

### **Corey Lee, Chef**

Benu  
San Francisco  
<https://www.benusf.com/>

### **Curtis Stone, Chef**

Maude  
Beverly Hills  
Gwen  
Los Angeles  
Hollywood  
<https://www.gwenla.com/homepage.html>  
<http://www.mauderestaurant.com/>

### **David Kinch**

Manresa  
Los Gatos

### **David Myers, Chef**

### **Douglas Keane, Chef**

Cyrus Restaurant  
Healdsburg

### **Duskie Estes, Chef**

Zazu Kitchen + Farm  
Sebastopol  
<http://zazukitchen.com/>

### **Gabe Garcia, Chef**

Tierra Sur  
Oxnard

### **Giada De Laurentiis, Chef**

### **Graham Elliot, Chef**

### **Guy Fieri, Chef**

Tex Wasabi's  
Santa Rosa  
<http://texwasabis.com/>

### **Heidi Barrett, Winemaker**

Fantesca Estate & Winery  
St. Helena  
<https://fantesca.com/>

### **Helene An, Chef**

Crustacean  
San Francisco  
<http://www.crustaceansf.com/>

### **Hyun-Seok Choi, Chef**

### **Hyun-Su Yu, Chef**

Jason Fox, Chef  
Commonwealth  
San Francisco  
<https://www.commonwealthsf.com/>

### **Jason Niederkorn, Chef**

SO. PA Restaurant  
L'Horizon Resort and Spa, Palm  
Springs

### **Javier Plascencia, Chef**

Romesco  
Bonita  
<http://romescomexmed.com/>

### **Jeff Jackson, Chef**

The Grill  
The Lodge at Torrey Pines

### **Jill Davis, Winemaker**

Lambert Bridge  
Healdsburg  
<https://lambertbridge.com/>

### **Jimmy Schmidt, Chef**

Morgan's in the Desert  
La Quinta Resort, La Quinta

### **John Cox, Chef**

Cultura Comida y Bebida  
Carmel  
The Bear and Star  
Los Olivos  
<http://thebearandstar.com/>

### **John Stewart, Chef**

Zazu Kitchen + Farm  
Sebastopol  
<http://zazukitchen.com/>

### **Jon Shook, Chef**

Animal  
Los Angeles  
<https://www.animalrestaurant.com/>

### **Kathy Fang, Chef**

House of Nanking  
San Francisco  
<https://houseofnanking.net/>

### **Kathy Joseph, Winemaker**

Fiddlestix Vineyard  
Lompoc  
[www.fiddleheadcellars.com](http://www.fiddleheadcellars.com)

### **Kelis, Chef**

Pop Up Restaurants  
Los Angeles

### **Leyla Javadov, Chef**

Cafe 21  
Gaslamp Quarter, San Diego

**Ludo Lefebvre, Chef**

Trois Mec  
Los Angeles  
<https://www.troismec.com/>

**Manu Feidel, Chef**

<http://manufeidel.com.au/>

**Mariano Gonzalez, Cheesemaker**

Fiscalini Cheese Co.  
Modesto  
<https://www.fiscalinicheese.com/>

**Mark Dommen, Chef**

One Market  
San Francisco  
<https://onemarket.com/>

**Matt Stamp, Chef**

Compline  
Downtown Napa

**Michael Chiarello, Chef**

Bottega Napa Valley  
Yountville  
<https://www.botteganapavalley.com/>

**Michael Cimarusti, Chef**

Connie and Ted's  
West Hollywood  
<https://www.connieandteds.com/>

**Michael Midgley, Chef**

Midgley's Public House  
Stockton  
<https://www.midgleyspublichouse.com/>

**Michael Mina, Chef**

Bourbon Steak  
Monarch Beach Resort, Dana Point

**Michael Tusk, Chef**

Quince  
San Francisco  
<http://www.quincerestaurant.com/>

**Morgan Robinson, Chef**

Smoke  
Napa  
<http://www.smokeopenfire.com/>

**Nathan Linge, Chef**

Coastline  
L'Auberge Del Mar

**Nelson German, Executive Chef/  
Owner**

alaMar Kitchen  
Oakland  
<https://www.alamaroakland.com/>

**Pat Kuleto, Winemaker**

Kuleto Estate Winery  
St. Helena  
<https://www.kuletoestate.com/>

**Paul Dolan, Winemaker**

Kuleto Estate Winery  
St. Helena  
<https://www.kuletoestate.com/>

**Paul Draper, Winemaker**

Ridge Vineyard  
Cupertino  
<https://www.ridgevine.com/>

**Penny Davidi, Restaurateur****Peter Fang, Chef**

House of Nanking  
San Francisco  
<https://houseofnanking.net/>

**Randy Lewis, Winemaker**

Gargiulo Vineyards  
Napa  
<https://www.gargiulovineyards.com/>

**Richard Blais, Chef**

Juniper & Ivy  
The Crack Shack  
San Diego

**Richard Blais, Chef**

The Crack Shack  
Little Italy, San Diego

**Richard Sandoval, Chef**

Raya  
Ritz-Carlton, Laguna Niguel, Dana Point

**Robbie Wilson, Chef**

Bird Dog  
Palo Alto

**Robert Curry, Chef**

The Restaurant at Auberge du Soleil  
Auberge du Soleil, Napa Valley

**Roy Choi, Chef**

Kogi BBQ  
Los Angeles  
<http://kogibbq.com/>

**Santiago Campa, Chef**

Donut Bar  
San Diego  
<https://donutbar.com/>

**Sedeuk Oh, Chef****Stéphane Tréand, Chef**

ST Patisserie Chocolat  
Costa Mesa  
<http://thepastry-school.org/about/st-patisserie-chocolate>

**Stephanie Izard, Chef****Steve Litke, Chef**

Farmhouse  
Farmhouse Inn, Forestville, Sonoma County

**Suzanne Goin, Chef**

Lucques  
West Hollywood  
<https://www.lucques.com/>

**Tanya Holland, Chef**

Brown Sugar Kitchen  
Oakland  
<http://www.brownsugarkitchen.com/>

**Thomas Keller, Chef**

The French Laundry  
Yountville  
<https://www.thomaskeller.com/tfl>

**Tony Adams, Chef**

Murray Circle  
Cavallo Point, Sausalito

**Travis Lett, Chef**

Gjusta  
Gjelina  
Venice Beach  
Venice Beach

**Trey Foshee, Executive Chef**

George's at the Cove  
La Jolla  
<https://www.georgesatthecove.com/>

**Tyler Florence, Chef**

Wayfare Tavern  
San Francisco  
<http://wayfaretavern.com/>

**Vatche Moukhtarian, Chef**

Cracked Pepper Bistro  
Fresno  
<https://www.crackedpepperbistro.com/>

**Vincent Lesage, Executive Chef**

Bacara Resort & Spa  
Santa Barbara  
<http://www.ritzcarlton.com/en/hotels/california/santa-barbara>

**Vinny Dotolo, Chef**

Animal  
Los Angeles  
<https://www.animalrestaurant.com/>

**William Bradley, Chef**

Addison  
Fairmont Grand Del Mar

**Wolfgang Puck, Chef**

Spago  
Beverly Hills  
<https://wolfgangpuck.com/dining/spago-2/>

**Yoichi, Chef**

Yoichi's  
Santa Barbara  
<http://www.yoichis.com/ndsby.com/dining/>





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California

[visitcalifornia.com](http://visitcalifornia.com)