

Tastes of the Valleys Wine Bar

1672 Mission Dr, Solvang, CA 93463

www.tastesofthevalleys.com or www.solvangwineshop.com

Phone: (805) 688-7111

ashmehta@me.com

PRESS RELEASE

FOR IMMEDIATE RELEASE

Contact: Ash Mehta

Cell: (805) 550-3464

Tastes of the Valleys Wine Bar signs lease for second location in Pismo Beach, CA

Solvang, CA December 16th, 2009 – Tastes of the Valleys Wine Bar in Solvang, CA has signed a lease for a second location in Pismo Beach, CA.

Tastes of the Valleys Wine Bar will recreate their successful business model to serve Pismo Beach residents and tourists. The location is on Pismo's "restaurant row" at the beautiful Valentina, a recently built upscale building with nine luxury vacation rentals.

Partner Ash Mehta stated, "A location in Pismo allows us to expand our reach to a different geographical area. Solvang sees a lot of tourists from Southern California where as Pismo visitors come from the Central Valley. That coupled with Pismo Beach's commitment to promoting Pismo as a "Wine and Waves" destination is why we chose our new location.

Tastes of the Valleys, a full-service wine bar, tasting room, and wine shop is the primary tasting room for Au Bon Climat, Margerum, and Arcadian. More than 25 other wineries are also represented.

###

For further information, contact Ash Mehta at (805) 550-3464 or ashmehta@me.com.