



1. HEARST CASTLE

At the gateway to the bohemian culture of Big Sur, lies the decadent and legendary Hearst Castle. William Randolph Hearst (1863-1951) entertained a steady stream of the era's biggest movers and shakers on this 'La Cuesta Encantada' (Enchanted Hill). The Castle is a wondrous, historic (Winston Churchill penned anti-Nazi essays here in the 1930s), over-the-top homage to material excess. But be prepared, to see anything of note, you must take a tour.



2. ELEPHANT SEAL VISTA

On the silver-grey shores of San Simeon, hundreds of massive elephant seals (up to 8000 lbs) bellow and soak up the sun each day.



3. HARMONY TOWN

Pop. 18 people, this could be the smallest town in America. Not much to do here yet except take some selfies along a walk through its historic church and collection of old creamery buildings. Word is its new owner/mayor has plans to restore the town to its former glory.



THE GREAT OUTDOORS

If your idea of an 'attraction' is a 10 mile trail run, single track mountain bike ride, or surfing virgin 7 foot waves, then we've got you covered. With more coastal and hillside open space than any other spot in Coastal California, there's an unmarked journey with your name on it.



4. SURF BREAKS

PICO CREEK • A popular surf spot for short and longboarders as well as kite surfers, located at the north end of downtown San Simeon.

MOONSTONE • A consistent, sandy bottom beach break good for longboarding.

5. HIKING/BIKING

FISCALINI RANCH • Hike and bike-friendly paths wind through 437 acres of protected forest and stunning coastline.

6. PASO WINE COUNTRY

Once a sleepy AG town best known for the Mid State Fair, Paso Robles has emerged as one of California's top wine growing regions. With over 400 wineries, loca-vore restaurants, and a sun-dappled central square, it's a homespun alternative to the high society vibe of Napa.



SHOPS

GENERAL STORE • 841 12th Street, Paso Robles • Curated gift and home shop strong on all things local.

ALLIANCE BOARD SHOP • 1233 Park Street, Paso Robles • Locally owned and operated surf and adventure shop.

EAT / DRINK

TABLAS CREEK • 9339 Adelaida Road, Paso Robles • The benchmark for winemaking in Paso Robles. Year after year consistent, outstanding Rhône inspired wines. A must stop for any wine enthusiast visiting the region.

LINNE CALODO • 3030 Vineyard Drive, Paso Robles. Staying away from traditional wine industry norms, these are the cool guys of Paso.

THE HATCH • 835 13th Street, Paso Robles A lively downtown Paso Robles restaurant featuring wood-fired ingredients, rotisserie meats and from-scratch fare served with a bit of a Southern twist.

HERMAN STORY • 1227 Paso Robles Street, Paso Robles. • You want big, they give you MASSIVE. These wines deliver juicy, ripe explosions on your palate.

BARRELHOUSE BREWERY • 3055 Limestone Way, Paso Robles • Drink craft beer over a game of cornhole. Enough said.

ARTISAN • 843 12th Street, Paso Robles Modern American cuisine, featuring sustainably farmed meats, wild-caught seafood and artisan California cheeses. Impressive wine, beer and cocktail menus. Reservations essential.

7. TIN CITY

Where the Cool kids drink... Paso Robles' answer to traditional wine country, this industrial village boasts some of California's most exciting cult producers of wine, beer and cuisine- all within stumbling distance from one another.

LEVO • 2975 Limestone Way, Paso Robles Your path to becoming a wine hipster... Levo's stylish offerings include the flagship Bad Medicine- 100% syrah, Ransom-Grenache- Syrah, and White Lightning Roussanne-Viognier. Winemaker/Owner Brett Urness sources small amounts of grapes from vineyards like Kimsey, White Hawk, Presqu'île, and Murmur.

courtesy of your friends at

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ONX • 2910 Limestone Way, Paso Robles For those who love fruit as much as balance.

AARON WINES • 3050 Limestone Way, Paso Robles • Most known for his Petit Syrah, Aaron Jackson makes a small selection of boutique wines from some of Paso's most coveted fruit.



8. HIGHWAY ONE

Legendary highway that takes you through all that's beautiful on the California Coast. It's absolutely necessary for any good California road trip. Start in San Diego, finish in San Francisco, sleep and rest in Cambria.



DISCOVER DOWNTOWN CAMBRIA

Summed up by the town's motto 'Pines by the Sea', this stretch of California Coastline is packed with unspoiled beaches, pine forests and small town charm. So kick back, drink wine, eat BBQ, and absorb the raw beauty and relaxation of this modern day boomtown.

SHOPS + CULTURE

- 1. ANTIQUES** • Right across from Robin's Restaurant you'll find a cluster of vintage inspired shops overflowing with oddities, curios, and antiques for treasure hunters.
- 2. THE LOVE STORY PROJECT** • 734 Main Street • Equal parts photo booth, gift shop, and recording studio all spun around LOVE. Stop by to share a story of your first love, heartwarming memory, or a conversation between you and yours.
- 3. PEWTER PLOUGH PLAYHOUSE** • 824 Main Street • Cambria's unique, intimate community theatre, presenting live stage plays and other events year-round since 1976. Shows are usually on Friday and Saturday evenings at 7:30pm, with frequent Sunday matinees at 3pm and occasional Thursday performances.

- 4. JUNK GIRLS** • 2024 Main Street • The original Junk Girls: Jenny & Melissa, create charms, art, jewelry and sculpture all from recycled metals.
- 5. OLD SANTA ROSA CHAPEL** • 2353 Main Street • With its hilltop setting amongst Cambria's famed forest of pines and oaks, this lovely white, tiny church (est. 1870) is the perfect place for an infusion of spirit.
- 6. AMPHORA GALLERY** • 4070 Burton Drive • A cooperative gallery founded to exhibit the work of local artists who have been creating beautiful art pottery, sculpture and paintings in their home studios in the pine forests of Cambria for many years.

EAT / DRINK

- 7. SANDY'S DELI & BAKERY** • 604 Main Street • Take away homemade soups and sandwiches perfect for a day of wine tasting or outdoor adventure.
- 8. CAMBRIA COFFEE ROASTER** • 761 Main Street • Locally roasted fair trade coffee; a locals favorite. Plus they have nitro cold brew on tap.
- 9. MADELINE'S WINE SHOP** • 788 Main Street • Stock up on your local favorites at this tiny wine shop and restaurant in the heart of downtown Cambria. Selection of local boutique wines to taste and take away.
- 10. ROUTE 1 GRILL** • 841 Main Street • Don't let the casual nature fool you, this joint takes its BBQ seriously. Come hungry.



- 11. BLACK CAT BISTRO** • 1602 Main Street • Downtown's intimate bistro and wine bar. A local favorite.
- 12. MOZZI'S SALOON** • 2262 Main Street • Established in 1866, Mozzi's is the last remnant of "the cowboy bar" in Cambria, complete with taxidermy, jukebox and the occasional bar room brawl.
- 13. LAS CAMBRITAS** • 2336 Main Street • House-made chips & salsa, margaritas with fresh lime juice and a menu full of tipico Mexican cuisine. If you like El Torito, you'll be happy here. Live music on the weekends.
- 14. ROBIN'S RESTAURANT** • 4095 Burton Drive • A longtime locals favorite, Robin's serves up Thai and Indian influenced fare in a charming indoor garden. Open for lunch and dinner.

- 15. THE CAFE** • 4286 Bridge Street • Number one lunch spot recommendation. Eclectic atmosphere, historic building, larger than life sandwiches, all with wine and beer. Enough said.
- 16. SEA CHEST** • 6216 Moonstone Beach Drive • Kitchy, nautical themed oceanfront restaurant that happens to be one of the best seafood joints on the Central Coast. No reservations. Cash Only.
- 17. 927 BEER COMPANY** • 821 Cornwall Street • Hands down the best micro brewery on the Central Coast and currently only available in Cambria. Thankfully they sell growlers for your home (or hotel room) enjoyment.

EXPLORE

- 18. HIT THE TOWN BIKE PATH** • The local bike path is alongside Highway 1 starting at Moonstone Beach, extending through to the end of town.
- 19. SURF AT MOONSTONE BEACH** • (see #5 on the regional map)
- 20. HIKE BLUFFS TRAIL** • Bluffs Trail is a scenic 2 mile walk along the bluffs of Moonstone Beach.

