

travel  
itinerary

# CALIFORNIA'S ULTIMATE **FOOD & DRINK** PLAYBOOK

visit  
**California**

Day 1: **Los Angeles**  
Day 2–3: **Los Angeles to Santa Barbara**  
Day 4–5: **Santa Ynez Valley & Paso Robles**  
Day 6–7: **Paso Robles to Carmel & Monterey Bay**  
Day 8: **Carmel Valley to Santa Cruz**  
Day 9–10: **Santa Cruz to San Francisco**  
Day 11+: **San Francisco**  
Optional Add-on: **West Marin & Wine Country**

# THE TRIP

## Itinerary overview

This immersive nine–11 day culinary journey showcases California’s diverse food and wine culture along the Highway 1 corridor, connecting Michelin–starred dining, celebrated wine regions, sustainable seafood and artisanal producers. This itinerary prioritizes longer stays in

key destinations to allow time for private tastings, local encounters, and unhurried dining experiences.

Optional extensions include West Marin’s oyster and cheese trail and deeper immersion in Sonoma and Napa Valley.



## ● The Stats

**Core Itinerary:** Approximately 480 miles / 772 km

**With Wine Country Add-On:** Approximately 600 miles / 966 km

**Best For:** Culinary enthusiasts, premium FIT travelers, luxury travelers, wine lovers, farm-to-table advocates, MICHELIN dining seekers

## ● Day 1: Los Angeles

### **Culinary Capital Kickoff**

**Driving:** Minimal

Begin in Los Angeles, where global influences and chef-driven innovation define one of the world's most dynamic dining scenes. Explore neighborhoods known for standout bakeries, contemporary galleries paired with restaurants, and destination dining experiences.

### **Highlights:**

- Breakfast or lunch at Republique
- Explore the Arts District with lunch at Manuela
- Dinner at Monsieur Dior by Dominique Crenn

**Overnight:** Los Angeles (Beverly Hills, West Hollywood, or Downtown)



## ● Day 2–3: Los Angeles to Santa Barbara

### **Coastal Transition**

**Driving:** 95 miles / 153 km (1.5–2 hours)

Travel north to Santa Barbara for a two-night stay that balances coastal relaxation with access to nearby wine country. The Funk Zone’s tasting rooms, waterfront dining, and historic districts offer a refined yet relaxed introduction to Central Coast flavors.

### **Highlights:**

- Explore the Funk Zone wine trail
- Stroll State Street and historic neighborhoods
- Choose between casual local favorites or Michelin-starred dining

### **Dining Options:**

- La Super-Rica Taqueria
- Caruso’s at Rosewood Miramar Beach
- Silvers Omakase

**Overnight:** Santa Barbara



## ● Day 4–5: Santa Ynez Valley & Paso Robles

### **Wine Country Immersion**

**Driving:** Approximately 150 miles total across two days

Rather than a brief stop, dedicate two nights to Central Coast wine country to fully experience vineyard landscapes, tasting rooms, and culinary traditions.

Day 4 explores Santa Ynez Valley’s boutique wineries, Danish heritage town of Solvang, and Michelin-recognized dining.

Day 5 transitions to Paso Robles via Morro Bay for coastal seafood experiences before continuing inland to Paso’s Tin City artisan district.

### **Highlights:**

- Santa Ynez Valley wineries and tasting rooms
- Solvang and Los Alamos exploration
- Morro Bay oyster experiences
- Tin City small-batch wineries and producers

### **Dining Options:**

- Hitching Post 2
- Six Test Kitchen
- The Restaurant at JUSTIN

**Overnight:** Paso Robles



## ● Day 6–7: Paso Robles to Carmel & Monterey Bay

### **Coastal Culinary Traditions**

**Driving:** 110 miles / 177 km (Approximately 2 hours)

Return to the coast for a two-night stay centered around Carmel and Monterey Bay, where pristine seafood, historic fishing heritage, and chef-driven dining converge.

Stops en route include Castroville's artichoke fields and Moss Landing's working harbor before arriving in Carmel-by-the-Sea.

### **Highlights:**

- Local seafood experiences along Monterey Bay
- Wine tasting in Carmel Village
- Michelin-starred dining featuring regional ingredients

### **Dining Options:**

- Chez Noir
- Aubergine

**Overnight:** Carmel-by-the-Sea



## ● Day 8: Carmel Valley to Santa Cruz

### **Farm-to-Fork & Coastal Culture**

**Driving:** 60 miles / 97 km

Explore Carmel Valley's vineyards, organic farms, and ranch heritage before continuing north to Santa Cruz. Allow time for beach culture, local markets, and casual coastal dining rather than a rushed overnight.

### **Highlights:**

- Organic farm visits
- Vineyard tastings
- Santa Cruz Beach Boardwalk
- Coastal viewpoints

**Overnight:** Santa Cruz



## ● Day 9–10: Santa Cruz to San Francisco

### **Beach Culture & Urban Bites**

**Driving:** 80 miles / 129 km (Approximately 1.75 hours)

Travel north along Highway 1 through Half Moon Bay into San Francisco for a minimum two-night stay exploring the city's iconic culinary scene and diverse neighborhoods.

### **Highlights:**

- Coastal drive with scenic stops
- Mission District taquerias
- Ferry Building Marketplace
- Chinatown dining

**Overnight:** San Francisco



## ● Day 11+: **San Francisco**

### **City Culinary Icons**

Dedicate additional time to San Francisco's pioneering California cuisine, renowned bakeries, and Michelin-starred restaurants.

#### **Highlights:**

- Artisan coffee roasters
- Tartine Bakery or Zuni Café
- Neighborhood exploration
- Destination dining experiences

**Overnight:** San Francisco

## ● Optional Add-on: **West Marin & Wine Country**

### **(Two to three additional days)**

Continue north to West Marin for oyster farms and artisan cheese producers, then inland to Sonoma and Napa Valley for world-class wine experiences and culinary institutions.

#### **Highlights:**

- Tomales Bay oyster farms
- Sonoma County wineries
- Healdsburg dining
- Napa Valley estate tastings
- Silverado Trail scenic drive



## ● Extra Time Concepts

Travelers with additional time can deepen their culinary journey without increasing pace:

### **Santa Barbara:**

Channel Islands seafood experiences, private wine tours, coastal sailing

### **Central Coast Wine Country:**

Private vineyard tours, blending workshops, ranch experiences

### **Carmel & Monterey Bay:**

Guided seafood foraging, coastal hikes, scenic drives

### **Santa Cruz:**

Redwood excursions, surf lessons, farmers markets

### **San Francisco:**

Food tours, Napa/Sonoma day trips, cooking classes

### **Wine Country Extension:**

Multi-day stays in Sonoma or Napa for estate tastings and culinary programs



## Agent Notes

- Designed for premium travelers seeking immersive culinary experiences rather than fast-paced sightseeing.
- Longer stays in key destinations allow meaningful engagement with local producers and chefs.
- Paso Robles, Carmel, and Santa Cruz benefit from at least two nights when possible.
- Ideal for couples, luxury FIT clients, and special-interest travelers.
- Can be shortened by removing one Central Coast stop while maintaining overall experience.
- Advance reservations essential for Michelin restaurants and private tastings.
- Position as a “journey through California’s culinary story,” not just a dining itinerary.