

# PRESS RELEASE

FOR IMMEDIATE RELEASE

CONTACT: Scot Burns  
Redbarn Marketing  
805 748 5997  
[scot@redbarnmark.com](mailto:scot@redbarnmark.com)

## NEW SERVICE BRINGS FUN AND SAFETY BACK TO WINE TASTING

### Hop On/Hop Off Shuttle Service Opens In Santa Barbara & Santa Ynez Valley

PASO ROBLES, CA – April 26, 2011 – A new wine tasting transportation service is being launched to serve Santa Barbara and the Santa Ynez Valley. Unlike other wine touring options, The Wine Line will allow tasters to hop on and hop off of their shuttles like a city bus, choose the wineries they want to visit and stay as long as they like. The door-to-door service offers an excellent way to safely taste wines without a designated driver and to pick your pace of tasting. Owner/Operator Jason Westfall will officially launch The Wine Line on April 28.

After a frustrating wine tasting trip with friends, Jason Westfall desired a better solution to organized wine tasting and the risk of drinking and driving. Private cars were expensive and large groups with guides were unappealing to them. They didn't want to be held to a schedule or told how or what to taste. They wanted freedom of choice at a reasonable price and a safer mode of transportation. He envisioned a shuttle that you could jump on and off as you wish at numerous wineries. "The most important part of the service is we give people a safe and flexible alternative to drinking and driving" says Jason. After successfully running the same service in Paso Robles for the past two years, he knew it was time to expand.

The service will initially operate on a circular route that runs from Los Olivos up through Foxen Canyon. The Wine Line has partnered with over 30 premier wineries as destination points. The two vehicles will stop at each winery approximately every 40 minutes. The service operates like a modified city bus with specific stops throughout the day. Customers can just pick and choose from the wineries serviced where they'd like to "hop off" all day long. Standard operating days are Thursday through Sunday (10:30am – 4:30pm). The shuttles will pick up clients at their hotel or residence and safely deliver them back when they so desire. The cost for all day service is \$79.95 per person, but military, get a \$10 discount off the regular price.

The two shuttles operate from their home base in Solvang. The modern Dodge Sprinter van runs on environmentally friendly biodiesel. "We wanted to make as little impact on the environment as possible" said Westfall, "and we figured that people would feel better about their choice of transportation if we were green."

#### ABOUT

The Wine Line is the best choice for safe and fun wine tasting and touring in the Paso Robles and Santa Barbara wine countries. It is a "hop on, hop" off shuttle service that provides flexibility in wine tasting. Modern vans travel a circular route and stop at designated wineries every 40 minutes. For as little as \$59.95 you can hop on and hop off the shuttle as much as you want for that day. The Wine Line seven days a week from 10:30am – 4:30pm. Special arrangements can be made for Monday through Wednesday tours for groups of 8 or more. More info is available on their website at [www.HopOnTheWineLine.com](http://www.HopOnTheWineLine.com) or call (805) 610 8267 or (888) 9 WINE LINE, or email [info@HopOnTheWineLine.com](mailto:info@HopOnTheWineLine.com).

###