

EAT YOUR WAY  
**SF2LA**

Sponsored by Acura and the  
all-new TSX Sport Wagon



Official Sponsor of  
2011 San Francisco Dine About Town  
2011 DineLA's Restaurant Week

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## Eat Your Way from SF 2 LA

*The Ultimate Culinary Road Trip, JAN 27-FEB 1*

### SAN FRANCISCO / January 27-28

Arrive and check in for a two-night stay at [The Argonaut Hotel](#).



You're off on an all-day, customized foodie excursion with [Carried Away](#), San Francisco's fabulous and fun custom tour company. Explore nooks and crannies, uncover hidden culinary gems, famed spots, and exciting people. And get a good dose of gorgeous around every corner...it's SF after all.

- **Breakfast of Champions at a Local Asian Hot Spot.**  
*Enjoy a real San Francisco treat.*
- **Coffee Cupping at Mavelous Coffee and Wine Bar.**  
*The hottest new cup in town. Try all 6 ways of brewing.*
- **Shop the Ferry Building with [Chef Hoss Zare](#).**  
*The most charming guy ever, at this famous marketplace.*
- **Graze Down 24th Street in the Mission.**  
*Try La Victoria + Humphry Slocombe Ice Cream. Yum.*
- **Glide down the Seward Street Slides.**  
*Then get up-close and personal with the Golden Gate Bridge.*
- **Pizza Throwing at [Tony's Pizza Napoletana](#) in North Beach.**  
*Make it, throw it, wood-fire it, eat it.*
- **Up Coit Tower and Down the Filbert Street Steps.**  
*There are hills here, you know.*
- **Cooking Demo with Elizabeth Falkner at [Citizen Cake](#).**  
*A once-in-a-lifetime chance to hang with a master.*
- **Wine Tasting at JAQK Cellars in Jackson Square.**  
*They do what they love and say swirl, sip, and "play a little."*
- **Dinner at Absinthe Brasserie and Bar in Hayes Valley.**  
*Indulge in one of the best hand-crafted cocktails in the City.*
- **Breakfast at Buena Vista Café.**  
*Fuel-up where they invented the Irish Coffee. It's go time.*



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## MONTEREY / January 29

Monterey County will not disappoint your taste buds, and wherever you find interesting food, you're going to find great wine. Bon appétit!



Scheid



VINEYARDS  
PREMIER WINE GRAPES SINCE 1872



- **Arrive for a lunch at the famed Sardine Factory on Cannery Row.**  
*Talk about fresh and sustainable.*
- **Stroll down Cannery Row for Wine Tasting at Scheid Vineyards.**  
*Taste some of Monterey County's most-acclaimed vintages.*
- **Scenic drive along the coast toward sunny Carmel Valley.**  
*Does the coastline get any more beautiful?*
- **Tour Earthbound Farms organic farm and gourmet fruit stand.**  
*Connect the region's agricultural heritage to its haute cuisine.*
- **Depart for Paso Robles.**

## SAN LUIS OBISPO COUNTY featuring PASO ROBLES / January 29

Emerging as California's newest culinary and wine destination, discover for yourself the bounty of this region as you wind your way into Paso Robles Wine County.



- **Check in for the night at the [Historic Paso Robles Inn.](#)**  
*Settle down right in town...with a private mineral springs tub.*
- **Enjoy a Culinary walking tour of Downtown Paso Robles.**  
*Featuring Vivant Fine Cheese, Clayhouse Wines, and We Olive.*
- **A Showcase Dinner at Thomas Hill Organics Market-Bistro.**  
*Serving organic produce and unique wines from the Central Coast.*
- **Breakfast at the Paso Robles Café + depart for Santa Barbara.**  
*Sleep in...but only a little. There's so much more to eat.*



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## SANTA BARBARA / January 30

Santa Barbara has a magic unlike anywhere. The richness of a big city with the feel of a small town. The culture of Europe meets the spirit of the West Coast. It's The American Riviera.®

- **Get a true Santa Barbara Harbor Culinary Experience.**  
*Live the "locavore" lifestyle with a customized Market Forays experience.*
- **Meet Slow Food leader [Laurence Hauben](#) at the Harbor.**  
*Pick up lobster right off the diver's boat.*
- **Follow Laurence to a private residence to prepare lunch together.**  
*Cook up the season's bounty including freshly caught lobster, citrus and chanterelles.*
- **[Municipal Winemakers](#) Private Tasting.**  
*Check out the funky Urban Wine Trail with winemaker Dave Potter.*
- **Depart for Los Angeles.**



## LOS ANGELES / January 30 – February 1

Imagine all the things to do, see and eat in Los Angeles, and get out there. Arrive in style for your luxurious visit to stay, play, wine and dine in the City of Angels. The possibilities are endless.

**S O F I T E L**  
LUXURY HOTELS  
LOS ANGELES

*LeSpa*  
at Sofitel™

**STONE ROSE**  
LOUNGE



- **Check in for a two-night stay at [The Sofitel Hotel](#).**  
*The best of design, comfort, ambience and personal service. Relax.*
- **Welcome drinks at Stone Rose Lounge, Sofitel Hotel.**  
*Nightlife comes to you at Rande Gerber's Stone Rose Lounge.*
- **Dinner at SIMON LA by Kerry Simon, Sofitel Hotel.**  
*Culinary star Chef Kerry Simon invites you to enjoy his American influenced cuisine with a global flair.*
- **Breakfast served in-room at the Sofitel Hotel.**  
*A creative spin to classic dishes in the comfort and privacy of your room.*
- **Spa Treatment of Choice at Le Spa at Sofitel.**  
*A 5,000 sq. foot oasis with an unparalleled atmosphere unlike any other.*
- **A Melting Pot Tasting Tour of [The Original Farmers Market](#).**  
*An exotic tour around the world—on foot, without leaving LA. Includes a signed [The Original Farmers Market Cookbook](#) and a \$100 gift card.*

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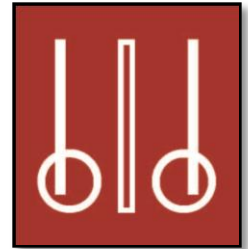


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- **5-Course Chef's Table Dinner at [The Foundry](#) on Melrose.**  
*This masterpiece of Eric Greenspan, Iron Chef America winner, is art, classic technique and vivid imagination—a feast for the eyes and palate.*
- **Breakfast at Neal Fraser's BLD on Beverly.**  
*BLD, which stands for breakfast, lunch and dinner, opened its doors in 2006.*
- **Shopping Spree Courtesy of the Beverly Center.**  
*160 distinctive specialty boutiques reflect the diverse styles and tastes of LA including Louis Vuitton, Gucci, Burberry, D&G, Michael Kors and True Religion Brand Jeans.*
- **Take your last spin in the all-new Acura TSX Sport Wagon and head for home.**  
*Safe travels!*



Eat Your Way from SF to LA™ is proudly brought to you by:

