

Cool breezes.
Ancient soils.
Marine fog.
Diverse terroir.
Distinctive
wines.

Cool Breezes. Ancient Soils. Distinctive Wines.

CENTRAL COAST

★ AVA ★

EST.
1982



A PREMIER CALIFORNIA AVA



WHERE IS IT?

Encompasses Monterey, San Benito, Santa Clara, Santa Cruz, San Luis Obispo, and northern Santa Barbara counties.

The Central Coast AVA stretches over 280 miles of California's dramatic coastline.

Elevation ranges from sea level to 2,700 feet.



Central Coast AVA
California

HOW BIG IS IT?

AVA covers approximately 6,900,000 acres, with about 30,000 acres planted to vineyards.



~30,000
PLANTED ACRES

NEIGHBORING AVAs

- Mendocino AVA (north)
- North Coast AVA (north)
- Sierra Foothills AVA (east)
- Livermore Valley AVA (east)
- San Francisco Bay AVA (north)
- Los Carneros AVA (north)
- Central Coast AVA (within)
- Santa Maria Valley AVA (south)



WHEN WAS IT ESTABLISHED?

The Central Coast AVA was officially established on September 17, 1982.



TERROIR & SOIL TYPE



The Central Coast's diverse landscapes—from coastal hills and valleys to inland mountains—create a wide range of soil types and growing conditions.

Soils are ancient and varied, formed from marine sediments, alluvial deposits, volcanic rock, and uplifted seabed.

Common soil types include:

- Marine sedimentary
- Sandy loam
- Clay loam
- Gravelly loam
- Volcanic
- Shale and sandstone

These well-drained soils, combined with coastal breezes and marine influence, produce balanced wines with freshness, complexity, and vibrant character.

GRAPES GROWN

Planted Vineyard Acreage: ~30,000 acres

VARIETAL	ACRES	% OF PLANTINGS
Chardonnay	8,500	28.3%
Pinot Noir	6,200	20.7%
Cabernet Sauvignon	4,100	13.7%
Sauvignon Blanc	3,100	10.3%
Merlot	2,100	7.0%
Other Varietals*	6,000	19.9%
TOTAL	~30,000	100%

*Includes Syrah, Zinfandel, Pinot Gris, Grenache, Malbec, Viognier, Petite Sirah, and others.



WEATHER / CLIMATE



Cool marine breezes and fog from the Pacific Ocean moderate temperatures across the region.



Warm days and cool nights during the growing season promote balanced ripeness and acid retention.



Diverse microclimates—from cool coastal zones to warmer inland valleys—allow a wide range of grape varieties to thrive.



Low to moderate rainfall (10–25 inches annually).



Elevation (sea level–2,700 feet) and terrain variation create unique sites and expressions throughout the AVA.



Cool coastal influence delivers freshness, balance, and elegance.



Diverse soils and climates create extraordinary variety and complexity.



Long growing season enhances flavor development and preserves acidity.



Wide range of styles from crisp whites and elegant Pinot Noir to bold reds.



Wines with a true sense of place from California's iconic Central Coast.

DID YOU KNOW? ☆

The Central Coast AVA is one of the largest AVAs in the U.S., showcasing the incredible diversity of California's coastline and vineyards.



FUN FACT

Because of its vast size and varied terroir, the Central Coast AVA includes more than 100 smaller, nested AVAs—each with its own unique character.



PERFECT WITH

Fresh seafood, grilled meats, roasted vegetables, artisan cheeses, and vibrant Mediterranean dishes.



BOTTOM LINE

The Central Coast AVA offers incredible diversity, quality, and value—a true reflection of California's winemaking excellence.



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