

## **“For Immediate Release”**

Contact: Lew Eisaguirre  
805-686-9400 ex. 203  
35 Industrial Way  
Buellton, CA 93463  
lew@terravant.com

### **AVANT, Tapas and Wine – Grand Opening**

**Open Thursday to Sunday 11:00 a.m. to 8:00 p.m.**

October 13, 2009 – Buellton, California. Terravant Wine Company announced today the grand opening of its new Tapas restaurant, wine bar and wine shop – “AVANT, Tapas and Wine”. This is the first Tapas bar in the area and provides both wine tasting and a wine bar as well as a fully stocked retail wine shop. The 30 plus Vintners that are featured at Avant, all make their wines at Terravant Wine Center. Terravant has been proclaimed by many to be California’s newest and highest tech winemaking facility. It caters to the ultra premium wines of the Santa Ynez Valley. AVANT is the showcase for these wines.

The Tapas’ bar provides small plates of food in the Spanish Tapas’ style. They can be ordered and consumed as appetizers or several provide a meal. The concept is to enjoy fine wines paired with fine dining - The Creative Chef for Avant is Jeff Olsson, a well known and long standing local chef and caterer. Jeff commented, “The Tapas’ style is perfectly suited for creating food tastes paired with the wide variety of ultra premium wines created by the vintners of Terravant. I have been intent on creating foods that enhance the tastes of the wines, creating an elevated sensory experience.”

Tapas bars have become successful in Spain because the “grazing” style encourages lively discussion between patrons and often a more positive social experience than laboring over a full meal. Of course that is not to say that most Tapas dining sessions don’t end up a meal, as the average patron finds 3 or 4 Tapas to be filling. Also, Tapas can be ordered as half or full plate orders if desired.

Contained within Terravant on a mezzanine level, Avant provides stunning views of both the inside of the Winery as well as the beautiful Santa Rita Hills looking across the Santa Ynez River. The facility provides a stand up bar atmosphere as well as restaurant and family style seating.

With regards to the Wine Bar, Retail Manager of Avant, Nick Morello commented “We have created an environment that encourages exploration and tasting of the bounty of the Valley and more specifically the wines made in this terrific facility. You can taste or receive full glasses or even bottles to be shared by a group.” Wines at Avant are priced at retail store pricing, not restaurant pricing so patrons don’t need to feel constrained in partaking. Also, Avant features 32 self serve “Cruvinet” style wine dispensing machines which are great for either tasting a wide variety of wines or just the freedom of being able to

serve yourself. Nick also mentioned “of course there will be conventional flights of wine tastings programmed by particular Winery as well as vintage flights that provide tasting several Wineries. And, you never know what Terravant Winemaker might be pouring his own wines on any given day!!”

Terravant Wine Company was created to provide a venue for emerging winemakers to craft ultra premium wines from the great varietals of Santa Barbara County. Poised as the gateway to the Santa Rita Hills, it features the latest in winemaking technologies and expertise and over 30 wineries have made Terravant home. “The concept behind Terravant”, stated Alan Phillips, Director of Winemaking “is to bring the very best in winemaking capability to Santa Barbara County, so that local winemakers have the ability to make the best wines from this areas exceptional grapes. Avant is the showcase for these great wines. It is a place for both wine aficionados to discover great new wines and for people who just enjoy the social aspect of tasting wines and appreciating great pared foods that bring out the best in those wines.”

Ken Brown, of Ken Brown Wines one of the participating vintners in Avant states “we really appreciate having a convenient venue where we can offer the wines we make at Terravant with some of Jeff Olsson’s terrific creations. Frank Ostini, of the Hitching Post and Hartley Ostini Wines notes “I really enjoy being able to have a showcase like Avant, where I can also show off our unbelievable winemaking facility.”

Avant is open Thursday to Sunday 11:00 am to 8:00pm, for tasting, lunch and dinner; grazing and retail wine shop and is located at the end of Industrial Way next to the Santa Ynez River in Buellton, Ca.

The origin of “Tapas”: The origin of the word Tapa comes from the Basque culture of Spain, where *Tapa* means "lid" or "cover". Many say the term originated because Bar tenders began placing a snack on top of the wine glass because of the limited bars space. Others say the term originated with Alfonso X of Castile or “Alfonso the Wise”, who in order to recover from an illness began drinking wine mixed with small dishes between meals. After regaining his health, the king ordered that taverns were not allowed to serve wine to customers unless the beverage was accompanied by a small snack or tapa. The serving of tapas is designed to encourage conversation because people are not so focused upon eating an entire meal that is set before them. Also, in some countries it is customary for diners to stand and move about while eating tapas. Whatever the true origin of tapas, eat one or several, then enjoy them like the Spanish do – with a glass of wine and a relaxed attitude.

The following is the list of featured winemakers and wines offered at Terravant:

Alere Vineyards & Winery, Alma Rosa Winery, Carivintas Winery, Daniel Gehrs Wines, Departure Wine Company, 4M Estrella Creek, Falcone Family Vineyards, Gulleyan Wine, Hitching Post Wines, Huber Cellars, Imagine Wine, Ken Brown Wines, Fontes & Phillips, Richard Longoria Wines, Saddlerock Semler Malibu Family Wines, Ovene Winery, Pacific Ridge Vineyards, Pace Family Vineyards, Sort This Out Cellars, Summerland Winery, Thorne Cellars, Westerly Vineyards.