

WINE

SECOND WINE WALK A SUCCESS IN SANTA CRUZ

Downtown: Over 250 attendees peruse store shelves while sampling spirits



KEVIN JOHNSON — SANTA CRUZ SENTINEL

Phil Crews, who owns Pelican Ranch Winery in Capitola with his wife Peggy, pours a glass of wine at Nut Kreations in downtown Santa Cruz on Sunday during the Downtown Santa Cruz Wine Walk.

By Calvin Men

calvinmen@santacruzsentinel.com
@calvinmenatwork on Twitter

SANTA CRUZ » When Tami Olsen and her husband Craig signed up their business, Nut Kreations, for the Downtown Santa Cruz Wine Walk, they expected about 20 customers above their Sunday average.

Instead, they saw hundreds of people pour into their shop on Lincoln Street, clutching wine glasses, laughing and pe-

rusing the shop's selection of snack foods.

When people drink wine, they usually want a little something with their drinks and their store is all about little somethings, said Olsen, gesturing to the dozens of glass jars filled with bite-sized nuts, chocolates and fruits.

The walk, organized by the Downtown Santa Cruz Association, is the second this year and followed the success of the inaugural wine walk in May. Tak-

WINE » PAGE 5



Phil Crews pours glasses of wine at Nut Kreations in Santa Cruz on Sunday afternoon as part of the Downtown Santa Cruz Wine Walk.

Wine

FROM PAGE 1

ing feedback from the first walk, organizers kept the event small and capped tickets at 300, said Chip, director of the association.

"We wanted to, rather than make a big event, just do something multiple times a year and keep it small so you can get around and enjoy all the shops," he said.

There were 11 wineries in 11 shops mostly along Pacific Avenue. Business own-

ers said the event brought people into their stores who normally wouldn't have come in.

"We're going to beg to participate in it next year," said Olsen, laughing at the joke.

Mike Pappas, who co-owns True Olive Connection with his wife, was handing out popcorn and greeting wine enthusiasts in front of his shop.

"It's just about getting the community together and getting exposure," he said.

Attendance at Sunday's event, estimated at more than 250 people, shattered

the attendance of the first wine walk, which drew about 100 people.

"I think one of the reasons we do the wine walk in general is to introduce people to things about Santa Cruz that they might not know," Chip said. "We have some hidden gems here, both in the stores that are participating and in the wineries."

Will Bons and Analisa Downer, of Seaside, sampled the wines and perused the shelves and racks of each store.

The two, along with friends, stopped in Camou-

flage, a lingerie and adult store, for their first wine tasting and walked out in better spirits.

"That experience is something you don't get in Napa," Bons said with a laugh.

Lucia Orlando came with her husband and friend to the walk. Orlando was surprised at how many of the stores she wasn't familiar with and took the opportunity to peruse them.

"I did a lot of looking around and probably way too much shopping," she said, clutching paper bags from two stores listed on the wine walk.