



Explore Butte County Partners with Sierra Oro Farm Trail to Launch Mobile Farm & Wine Tasting Pass in October that Encourages Visitation to the North State

BUTTE COUNTY, Calif. (September 27, 2021) – There are plenty of reasons to explore the North State, a region known for its diverse array of specialty crops, bucolic farms, and wide-open spaces, including the new Sierra Oro Farm & Wine Pass. Explore Butte County is proud to partner with the Sierra Oro Farm Trail to promote an expanded, month-long mobile Farm & Wine Pass throughout the entire month of October as part of the local farming community's annual harvest celebration.

Mobile Farm & Wine Pass

The new mobile tasting pass offers admission to more than 30 Butte County farms and wineries, opening the door to world-class specialty food destinations throughout Butte County.

“By expanding to a month-long celebration this year, the Sierra Oro Farm Trail offers a wonderful opportunity for visitors to safely visit our farms and wineries while experiencing the amazing bounty and beauty of Butte County,” said Carolyn Denero, Explore Butte County CEO. “The expansion of days and hours available to visit offer Farm Trail participants an opportunity to explore more farms, wineries and various points of interest at a more leisurely pace. Plus, the Farm & Wine Pass is easy to use and is the perfect starting point for new enthusiasts looking for a fun road trip getaway and a chance to discover all that’s grown here.”

Discover Unique Experiences

Guests hungry for an agri-tourism adventure can enjoy the expanded days and hours offered through the mobile Sierra Oro Farm & Wine Pass, and passholders will unlock exclusive discounts and specials at each stop along the way. The month-long harvest celebration offers one-of-a-kind experiences where visitors stroll through farms to pick fresh apples from the tree or pumpkins from the vines, sample artisan olive oils, specialty nuts and award-winning wines, all while getting to know the dedicated farmers and winemakers. A few suggested highlights include planning a visit to Book Family Farm that will have a scarecrow-building contest on the first weekend in October (with the scarecrows on display the rest of the month), various farms and wineries will offer live music entertainment for visitors, plus there will even be a beer-tasting of brew made with local almonds at Maisie Jane’s.

Plan Your Trip

To maximize the experience, visitors are encouraged to pre-plan their trip and map out a multi-day itinerary of the farms and wineries plus possibly incorporating hiking, biking, floating, fishing, birding and more throughout the region.

Source: Explore Butte County (www.ExploreButteCounty.com)

Media Contact: Traci Rockefeller Cusack, traci@trockcommunications.com or 916-213-4373

Additional October Events

In addition to the highly anticipated Sierra Oro Farm Trail experiences, below is a sampling of additional activities happening in Butte County during the month of October:

- **Downtown Chico Certified Farmers' Market** – Saturdays from 7 a.m. to 1 p.m.
- **Johnny Appleseed Days** in Paradise – October 2 & 3
- **Downtown Chico Art & Wine Walk** – October 8
- **Oroville Farm-to-Table Dinner** – October 23
- **Feather River Kayak Tours** to see salmon spawn – Saturdays through October 23

Enjoy Lodging Specials

For overnight accommodations, several Butte County hotels are offering special Sierra Oro Farm Trail packages during the month of October, a sampling of which includes the following:

- **Holiday Inn & Suites Chico AND Holiday Inn & Suites Lake Oroville** – Farm & Wine Package with a minimum two-night stay includes two Sierra Oro Farm & Wine Passes
- **Oxford Suites** – Food & Wine Package when staying a minimum of one night in October includes two Sierra Oro Farm & Wine Passes
- **Goodman House Historic Inn** – October Special includes two Sierra Oro Farm & Wine Passes with a minimum stay of two nights

Enjoy Savings & Discounts

The Sierra Oro Farm & Wine Passes will remain on sale through the month of October and cost \$40 per person (children 12 and under are free). The value of the pass tastings, discounts and experiences exceeds \$150, and proceeds benefit the Sierra Oro Farm Trail Association which is dedicated to further developing agri-tourism in Butte County. To find out more or purchase Sierra Oro Farm Trail mobile tasting pass, please visit www.explorebuttecounty.com/events/sierra-oro-farm-trail or www.sierraoro.org.

Learn More About Butte County

For more information about Explore Butte County in general and suggested places to visit, shop, dine, stay overnight, and more, please visit www.explorebuttecounty.com or follow on social media – Facebook at www.facebook.com/explorebutteca and @ExploreButteCountyCA on Instagram and @ExploreButteCA on Twitter. Also, a comprehensive and downloadable travel guide (beneficial for locals, too) is available at www.explorebuttecounty.com/more/visitor-guide.

SOCIAL MEDIA TAGS: #ExploreButteCA, #FarmTrail, #TourTasteToast

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