FOR IMMEDIATE RELEASE

Media Contact:
Anna Ferguson-Sparks
Stiletto Marketing
1-877-327-2656
solvang@stilettomarketing.com

Solvang, California, Springs to Life with New Experiences, Adventures, and Openings

-- Nearly Two Dozen New or Expanded Shops, Galleries, Hospitality Businesses, and Tours Now Welcoming Solvang Visitors to the Danish-Rooted, California Central Coast Travel Destination --

February 26, 2024 – **Solvang, CA** – Solvang, California (www.SolvangUSA.com), the Denmark-in-America city located in California's Central Coast region, in the heart of Santa Ynez Valley wine country, has welcomed more than one dozen new businesses and attractions in the past year, with more to open in 2024. The new experiences, which include lodging properties, restaurants, cafés, and food shops, wine and beer tasting spots, art galleries, and tours, are located in the walkable downtown core of the California destination. Also known as "The Danish Capital of America," Solvang presents an ideal getaway opportunity for midweek or weekend visitors on a budget looking for a European-style atmosphere without the transatlantic travel.

"If you haven't visited Solvang in a while, it might be time for that return trip," said Solvang City Manager, Randy Murphy. "A new, and existing, slate of business owners is bringing dynamic entertainment and hospitality options to town, all of which bolster and add to the escapist ambiance that this Danish-settled city already provides."

Enclosed here is a list of Solvang businesses that have opened in the past year or are anticipating 2024 openings, as well as other new launches and offerings.

"What's New" in Solvang, California

EAT (and, DRINK)

BRØD & KAGE by Danish Mill Bakery – "Bread and Cake" in Danish, Brød & Kage opened in early-2023 directly adjacent to The Landsby hotel on Solvang's main thoroughfare of Mission Drive. The Danish-inspired pastry and confectionery boutique offers elevated sweets and baked goods, all hand-crafted by Danish Mill Bakery's head pastry chef and baker, and Copenhagen native, Henrik Gram. The opening of Brød & Kage brought Solvang's Danish bakery tally to six (6) sweet storefronts.

Æbleskivehuset – Sitting next to The Copenhagen House on Solvang's bustling Copenhagen Drive is another of Danish Mill Bakery's new siblings, *Æbleskivehuset (roughly translated as "aebleskiver house"*). The custom-built cottage, dressed up with white subway tiles and a glass-encased display kitchen, capped with an all-white, structural Danish artichoke chandelier, offers aebleskiver which are turned in their signature cast iron pans while guests wait, and based on an ancient recipe but made with more modern ingredients. Handmade ice cream and associated Danish desserts are also available.

Juice Ranch Café – The Solvang outpost of Juice Ranch Café joins the ranks of the village's healthy lifestyle options, offering 100% organic, cold-pressed juices – made fresh every day – as well as superfood smoothies, sourdough cashew cream cheez sandwiches, salads, muffins, cookies, crackers, and other good-for-you snacks.

Hygge Boba Tea & Smoothies – After 25 years in the boba tea business, and proudly the owners of the first boba tea store in Las Vegas, NV, Amy Zhang-Warthan and Kevin Sommer Warthan decided to honor their combined Asian and Scandinavian heritage by opening Hygge Boba Tea and Smoothies in Solvang, in January 2024. The couple brings to town boba tea, smoothies, and small bites that reflect and incorporate the culture of Denmark with Asian tea culture.

Draughtsmen Aleworks ("DA NORD") – Opened in the first half of 2023, the third location for the "brewery, winery, and cidery" occupies a stand-out blue cottage along Mission Drive, next to the new PARc Place retail redevelopment. Featuring an expansive outdoor patio and "lawn game" area, the family-friendly taproom adds to Solvang's growing "after five" food and drinks scene.

Sevtap Winery – Sevtap Winery returned to Solvang with the recent opening of its Santa Ynez Valley wine tasting room location at the intersection of Atterdag Road and Copenhagen Drive. Sevtap is a small, family-owned winery with a focus on making wine using organically grown grapes.

Jalopy Wine Company – Relocating from nearby Los Olivos, the new Solvang tasting room for winemaker Luke Sundquist's boutique label offers premium, small-batch wines made with "focus, integrity, and heart."

Kings Carey Wines – In late 2023, 10-year-old Kings Carey Wines opened its first-ever dedicated winery and tasting space just steps from Solvang's famous, blue and white "welcome" sign at the western entrance to the village. The only industrial winery space near downtown Solvang, Kings Carey is home to owner/winemaker James Sparks' minimal-intervention, single vineyard and single varietal wines, sourced from carefully selected, organically-farmed and sustainable vineyards. Tastings, which are by appointment, feature a line-up of up to seven varietals of rosé, white, red, and sparkling wines.

Chef Budi Kazali – Former chef/owner of the beloved Ballard Inn, Chef Budi Kazali returns to the kitchen taking up a spot behind the stoves of his forthcoming restaurant concept located in the longtime Succulent Café space on Solvang's Mission Drive. Along the same vein as *The Gathering Table*, his last restaurant at the Ballard Inn, a AAA Four Diamond-designated Santa Barbara County wine country inn, the restaurant is

aiming to open in the spring with menu items of mixed cuisines meant for convivial sharing, most with an Asian cuisine-inspired influence.

Crudo – Named in honor of Chef Cullen Campbell's former Phoenix, AZ, hospitality concepts, *Crudo* restaurant and bar will open spring of 2024 directly across from Solvang's Alisal windmill. Occupying the downstairs space of a two-story establishment, Crudo will be an intimate bar with a regionally-sourced, raw fish-focused menu inspired by the Italian 'crudo' preparations of raw ingredients. A small list of handmade pastas and other fish dishes will also be available, plus plates anchored by braised meats, and a tight selection of desserts. Beer, wine, and sake will also be offered, and in the year to follow, Crudo will be joined by a sister sushi and izakaya-style restaurant on the upper level of the hospitality history-filled building.

PLAY

Solvang Skate Shop – Pro skateboarder Robby Hargreaves brings his particular brand of expertise to Solvang, offering an extensive range of skateboards, skateboard supplies, clothing, and skate lessons for all levels. Solvang Skate Shop also features an indoor mini-ramp, an option for rainy day skate sessions.

The Arcade at peasants DELI – peasants DELI's speakeasy-style arcade opened early-2023, serving up 1990s-leaning fun for most ages via vintage video game consoles, a rotating inventory of pinball machines, and an air hockey "arena."

Loom Boutique – Just around the corner from locals' favorite, Good Seed Coffee, a new brick and mortar space for the women's clothing shop, Loom Boutique is now keeping Solvang stylish with a focus on offering price-conscious clothing and accessories.

Glass Door Boutique – Coming soon to Copenhagen Drive, Glass Door Boutique is a fresh, emerging clothing boutique with new, up-to-date pieces debuting weekly, all with a mission of dressing clients in unique and sophisticated apparel for daily wear or special occasions.

Hund N Kat Pet Boutique – The team behind popular shopping destination, Solvang Spice Merchant, opened their new pet shop late-2023, simultaneously taking over neighboring retail space and iconic Solvang souvenir shop, **The Wishing Well**. Hund N Kat offers both whimsical and practical items for pets and their "people," meant to foster the special bonds between the two and improve pets' wellbeing.

The Haunt Solvang Ghost Hunting Tours – Launched in September 2023, The Haunt is a one-of-a-kind ghost tour that takes visitors on a thrilling journey through Solvang's eerie past. Led by an experienced storyteller and ghost hunter who teaches guests how to become paranormal investigators, the tours are outfitted with an EMF meter to detect ghostly energy, and other specialized tools like dowsing rods and a spirit box. Participants explore hauntingly beautiful architecture and hear spine-tingling tales of Solvang's phantom residents during this authentic ghost hunting experience. (*Check website for tour schedule and ongoing dates*.)

CULTURAL PURSUITS

A. Alvarez Fine Art Gallery and Art Studio – Raised in the Santa Ynez Valley, artist Art Alvarez returned with the 2023 opening of his new fine art gallery and studio in downtown Solvang. Alvarez's illustrious career spans four decades including many years with Disney, as an airbrush artist and illustrator having worked on everything from apparel, signage, and theme park window designs, to movie design, named as illustrator for such works as Disney's 1995 film, *Pocahontas*.

Solvang Amber & Viking Museum – June of 2023, the Solvang Amber & Viking Museum at design destination, **The Copenhagen House**, debuted a new Viking ship exhibit along with an expansion of its museum space and collections. The ship, named *Snorri*, was hand-built at the Viking Ship Museum in Roskilde, Denmark, and joined authentic Viking swords, spearheads, jewelry, coins, and Viking movie memorabilia in the revamped Solvang museum space. The Solvang Amber & Viking Museum houses displays for the only dedicated amber museum in the United States, as well as the nation's largest museum collection of archeological Viking artifacts.

California Nature Art Museum – In January 2024, Solvang's Wildling Museum, now 24 years old, rebranded as the *California Nature Art Museum*, which "helps the general public understand complex issues of conservation and environmental science through art, by focusing on the amazing beauty and diversity of The Golden State." At any given time, guests can enjoy three to four different exhibitions at the Museum which is open to the public weekdays, 11:00 AM-4:00 PM (closed Tuesday and Wednesday), and weekends, 10:00 AM-5:00 PM.

STAY

The Hadsten Solvang, Tapestry Collection by Hilton – Under the ownership of the Santa Ynez Band of Chumash Indians, this 74-room hotel was reimagined and reopened in August 2023, having undergone an extensive transformation. Re-emerging as a dynamic addition to Hilton's esteemed Tapestry Collection by Hilton, The Hadsten Solvang now features The Yard, a contemporary outdoor courtyard with lounge furniture, heaters, firepits, and lawn games, as well as the adjacent bespoke lounge, The Boiler Room, offering craft cocktails and a wide variety of food options. Travelers looking for premier fitness facilities will delight in the hotel's new fitness center complete with Peloton stationary bikes, and other cutting-edge amenities. The Hadsten Solvang, Tapestry Collection by Hilton is also part of Hilton Honors, the award-winning guest-loyalty program for Hilton's distinct hotel brands.

New Haven Inn – A 2015 property remodel in the heart of Solvang revealed New Haven Inn, a boutique hotel that previously entailed ten rooms and suites, each unique and tastefully decorated with modern furnishings and accents, some with private patios and fire pits. Unveiled in December 2023, an expansion comprising ten new guest rooms and suites including two penthouse suites, both with full kitchens, for larger groups, families, or extended stays. Fire pits and private patios joined some of the new rooms, as well as a new common area also boasting a fire pit. EV and Tesla owners staying at the Inn may charge onsite: New Haven Inn currently features one charging station with four more, coming soon.

Solvang, known for its Danish-American vibe, architecture and design details, pastries and bakeries, and array of wine tasting options, also boasts dozens of unique boutiques, restaurants and gourmet food purveyors. Carefully curated indie booksellers and high-end home goods suppliers mingle with fairy tale-like children's stores and

museum gift shops. Solvang's foodie destinations offer everything from elevated street cuisine – like locally-sourced fish tacos on hand-made tortillas, and comforting ramen noodles – to European-style pretzels and sausages, to Italian standbys or iconic Danish dishes, to elevated new-Californian fare in the form of MICHELIN-honored menus. Solvang visitors sip small-batch, locally roasted coffee, shop for exotic, hand-bottled spice blends, or enjoy Tiki cocktails and craft beer, all part of an indulgent and one-of-a-kind, year 'round shopping and playing escape.

For more information about new or coming-soon hotel properties, restaurants, wineries, or other openings, events, and attractions, or to book a Solvang stay, visit www.SolvangUSA.com. Questions, media requests for interviews, visits, and/or photos, may be directed to Anna Ferguson-Sparks, Stiletto Marketing, at 1.877.327.2656 or solvang@stilettomarketing.com.

About the City of Solvang:
Referred to as "The Danish Capital of America," the City of Solvang is located in the Santa Ynez Valley in Santa Barbara County, California. Founded by a group of Danish-Americans in 1911 and incorporated in 1985, Solvang offers a taste of Denmark in Southern California. Danish design and Old World charm fill Solvang's numerous interior courtyards, cozy communal spaces, and open-air venues, where vacation itineraries for all unfold. The walkable town features plentiful free parking options for locals and day-trippers, and more than 20 lodging options for staycation-ers, weekenders and midweek travelers, at all vacation budget levels. The Solvang Visitor Center, located at 1639 Copenhagen Drive, is open daily, 9:30 AM-5:30 PM (*closed briefly for lunch*). For more information, including travel itinerary ideas and inspiration for things to do, where to eat and drink, and places to stay, follow our adventures on Instagram and Facebook: @SolvangUSA and facebook.com/VisitSolvangUSA.

###

Please Note: *Hi-res Solvang images are available upon request from solvang@stilettomarketing.com*

www.SolvangUSA.com · @SolvangUSA · facebook.com/VisitSolvangUSA