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Hotel Californian Debuts Brand New Wine Tasting Room



Urban luxury resort [Hotel Californian](#) debuts a new signature tasting room, The Society: State & Mason, deepening its culinary imprint on Santa Barbara's trendsetting Funk Zone neighborhood. Marking the first major transformation at Hotel Californian since being acquired by Foley Entertainment Group (FEG) in late 2021, the intimate tasting room celebrates the intersection between world-class wines, exquisite cuisine, and immersive, memorable travel experiences.

Occupying a prime corner on State Street that formerly housed the hotel's chic Isla boutique, The Society: State & Mason caters to traveling oenophiles and local wine enthusiasts looking to enjoy a day of exploration along Santa Barbara's Urban Wine Trail. While relaxing in the chic indoor/outdoor space, guests can sip a rotating selection of wines from across the Foley Family Wines portfolio and opt for thoughtfully curated pairings of shareable bites from Hotel Californian's Executive Chef Travis Watson.

"Our family's deep roots in Santa Barbara inspired us to purchase Hotel Californian for the unique opportunity to continue investing in the city's rich history and wine culture, and we are thrilled to introduce our new tasting room, The Society: State & Mason," said Foley Entertainment Group Chairman Bill Foley. "This vibrant space allows us to showcase not only our Santa Barbara wineries but also the range of the Foley Family Wines portfolio, and creates a communal gathering place for anyone looking to celebrate their love of food, wine, and travel."

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“Foley Entertainment Group promised impactful changes when they purchased this beloved hotel, and The Society: State & Mason is only the first exciting step among many that we are developing to enhance the guest experience,” said Managing Director Warren Nocon. “We are humbled and grateful to be locally owned, working alongside the esteemed Foley family and FEG team to further cement Central California as a world-class culinary destination.”

Hotel Californian’s iconoclastic spirit echoes throughout the new tasting room, infusing the indulgence of a luxurious seaside vacation with untamed Santa Barbara spirit to create a new kind of social hub for the city. With floor-to-ceiling windows and an open-air concept, the space evokes a sense of community with palpable energy felt from the nearby Funk Zone. Now open Sunday, Wednesday, and Thursday from 11:00 a.m. to 7:00 p.m. and Friday and Saturday from 11:00 a.m. to 8:00 p.m., The Society: State & Mason will continuously roll out new programming to include wine education classes, winemaker dinners, exclusive events, and more.

A snapshot of what visitors can expect includes:

TASTING FLIGHTS & BITES FROM SANTA BARBARA’S NEWEST TASTING ROOM

Guests seeking respite from the hustle and bustle of Santa Barbara’s iconic State Street can drop into The Society: State & Mason for a selection of shareable plates, wines by the glass, and two distinctly designed wine tasting experiences. The pre-set “Taste of Wine Country” flight comprises a selection of esteemed wines from across the Foley Family Wines portfolio. This experience, priced at \$35 per person, includes samples from Russian River Valley, Santa Rita Hills, Santa Ynez Valley, and Alexander Valley.

The “Riviera Reserve” pairing is a 90-minute sensory journey featuring a rotating selection of wine from across the Foley Family Wines portfolio, complemented by bites from Chef Watson. With only two seatings available per day in a private room for the Riviera Reserve experience, reservations are recommended. Priced at \$100 per person, this evolving flight currently includes pairings such as a Two Sisters Chardonnay with a Smoked Salmon Rilette and a Kuleto Syrah paired alongside a Smoked Bresaola with Tender Arugula, Manchego Cheese and Black Cherry Gastrique.

A NEW HOME BASE FOR THE FOLEY FOOD & WINE SOCIETY

The Society: State & Mason will serve as a central social space for The Foley Food and Wine Society, which provides a gateway to an array of travel and entertainment experiences spanning the globe. Through The Foley Food & Wine Society loyalty rewards program, which is complimentary to join, patrons earn points on all purchases made at The Society: State & Mason, which can be redeemed towards travel, wine, tasting experiences, and more. Those who desire additional benefits and exclusivity can level up to a Connoisseurs Club membership, which includes regular shipments of premium Foley Family Wines, and unlocks additional perks and benefits at Hotel Californian and Foley Family winery properties.

TRAVEL LIKE A CONNOISSEUR PACKAGE FIT FOR WINE AFICIONADOS

The storied Hotel Californian invites sophisticated sojourners to indulge in its new offerings through the Travel Like a Connoisseur Package. Offering honorary membership to the Foley Family Wines Connoisseurs Club for the duration of a guest’s stay, the package includes a complimentary member tasting at The Society: State & Mason; 20 percent off purchases at all hotel venues; member

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discounts on wine purchases; and complimentary member tastings at Foley Estates, Lincourt Vineyards, and Firestone Vineyards, all of which are located within one hour from the hotel.

Situated 90 minutes from Los Angeles, 20 minutes from the Santa Barbara Airport, and one block from the Amtrak station, Hotel Californian is ideally situated for travelers seeking an iconoclastic getaway. Reservations for The Society's seated tastings can now be made on Tock.com or by calling the hotel directly at (805) 882-0100. More information on the hotel, The Foley Food & Wine Society, and Foley Family Wines can be found online at HotelCalifornian.com and FoleyWines.com.