



Visit Lodi Conference & Visitors Bureau 25
N. School Street, Lodi, California 95240 P:
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www.VisitLodi.com



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Destination Overview

Lodi Wine Country Invites Visitors to Go Beyond the Vineyard

With 85 wineries and more than 400 wine labels, Lodi knows a thing or two about wine. But our story only starts there. Welcoming more than 1 million visitors each year, Lodi, California is a premier wine country destination. Conveniently located 90 miles east of San Francisco and 35 miles south of Sacramento, Lodi is a perfect getaway for couples, families, or anyone with a taste for adventure – and of course great wine.

Whether you're an outdoor enthusiast, foodie, or wine connoisseur, Lodi will surprise and delight. Visit a 5th generation Lodi winery and taste award-winning wine poured by the owner or winegrape grower. Spend the day at Lodi Lake where you can rent kayaks or paddleboards from Headwaters Kayak at the Lodi Lake Boat House or take a scenic boat tour along the Mokelumne River. Take a stroll in historic Downtown Lodi to explore one-of-a-kind shops, galleries, restaurants and tasting rooms. Visit Micke Grove Zoo, San Joaquin County Historical Museum, or World of Wonders Science Museum. There's something for everyone in Lodi Wine Country.

ABOUT LODI WINE

Named Wine Enthusiasts Wine Region of the Year in 2015, Lodi has been growing winegrapes since the mid-1800's and today it is one of the largest California appellations with over 100,000 acres in production.

Although known for its hearty zinfandels ("Zinfandel Capital of the World"), the Lodi appellation is also the leading producer of Sauvignon Blanc, Chardonnay, Merlot, and Cabernet winegrapes.

With 85 wineries, Lodi offers an amazing variety of tasting opportunities. Visitors can find tasting rooms large and small, new and old. Although variety is abundant, one constant remains, the Lodi wine experience. While visiting Lodi wineries, guests often find themselves sipping alongside 4th or 5th generation winemakers who are passionate about their wine.



ABOUT VISIT LODI

Visit Lodi! is the official source for visitor information in Lodi, California. Stop by the Downtown Visitor Center at 25 N. School Street or [visit our website](#) to learn more about Lodi, get your free Visitor Guide, or sign up for our monthly newsletter. *Like* and *Follow* us on [Facebook](#), [Instagram](#), [TikTok](#) and [Twitter](#) to stay tuned for the latest events and happenings in Lodi Wine Country.

For more information, call or visit us online: 209.365.1195 | www.VisitLodi.com.

Press inquiries may be directed to Nancy Beckman: 209.365.1195 ext. 103 | nbeckman@visitlodi.com.



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Fact Sheet

ABOUT LODI WINE COUNTRY

Welcoming more than 1 million visitors each year, Lodi, California is a premier wine country getaway and vacation destination. With 85 wineries, a historic downtown, and a wide array of attractions and events, Lodi offers a unique experience for every visitor.

LOCATION

Lodi is centrally located just 90 miles east of the greater San Francisco Bay Area and 35 miles south of Sacramento. Positioned between Interstate 5 and State Route 99 and serviced by Amtrak, Lodi is easily accessible from destinations all throughout California.

Longitude: 121.2808° West

Latitude: 38.1289° North

www.VisitLodi.com/getting-here

WINE COUNTRY

Known for its temperate climate and loamy soil, the Lodi region earned its Appellation status in 1986.

Home to approximately 100,000 acres of premium winegrapes and more than 750 growers, Lodi is currently producing more than 100 varietals. Old Vine Zinfandel, Cabernet Sauvignon, Merlot, and Chardonnay are specialties of many local wineries, but you'll also find such unique wines such as Spanish and Rhône varietals. Lodi's diverse portfolio of wine is garnering international recognition from industry professionals and wine enthusiasts, alike.

Named among the "[World's Next Big Wine Regions](#)" by *Bloomberg Business* (Feb. 2015), Lodi is not only an ideal location for grape-growing, it's also a premier wine country destination. With 85 wineries and more than 60 tasting rooms, Lodi offers a wide array of unique tasting experiences. Visitors often find that the person pouring their glass is the owner or grape-grower – an experience that brings them back time again.

Many of Lodi's grape-growing families have been in the region for four or five generations. These hardworking, entrepreneurial families continuously seek new ways to grow and enhance their practices, both in growing and winemaking. Lodi vintners' dedication, pride, sense of tradition, and uncompromising commitment to quality show as they skillfully strike a balance between modern science and traditional methods to handcraft world-class wines. This is what catapults our region to new heights and brings international attention to Lodi wine.

www.VisitLodi.com/wineries

HISTORIC DOWNTOWN

Historic Downtown Lodi is a charming destination with something for everyone. Visitors can stroll, sip, and shop as they pop into some of the nine downtown tasting rooms or five breweries between stops at boutiques and art galleries. An eclectic cheese shop, breweries, and a wide array of unique dining options decorate the tree-lined, cobblestone streets. Visitors who stay for the stars will delight in live music around every corner.



Downtown Lodi is also home to a variety of exciting events: Farmers Market (May-Aug), Street Faire (May & Oct), Cyclefest (summer), Wine Stroll (Oct), Parade of Lights (Dec), and more.

Visitors can learn about Lodi and plan their stay at the Downtown Visitor Center, centrally located at 25 N. School Street.

ATTRACTIONS

In addition to 85 wineries and 60 tasting rooms, Lodi is abounding with a variety of unique attractions.

- Spend the day at [Lodi Lake Park](#) and enjoy, kayaking, paddleboarding, peddle boating (check out [Headwaters Kayak](#) at the Lodi Lake Boat House for rentals), swimming, fishing, and scenic nature trails. Top off your adventure with a sunset [boat tour](#) down the Mokelumne River.
- Fun for the entire family awaits at the [World of Wonders Science Museum](#), a colorful place of discovery with hands-on activities that make learning about science fun!
- [Micke Grove Park](#) offers a full day of adventure. Explore the [Micke Grove Zoo](#), Japanese Garden, [San Joaquin County Historical Museum](#), and Fun Town!
- Outdoor enthusiasts will enjoy bicycling downtown or among the vineyards, or taking to the sky at the [Lodi Parachute Center](#).



- Art lovers, head downtown to enjoy a variety of [art galleries](#) featuring regional artists. Take a tour of Lodi's [Walldog Murals](#), a series of historic paintings that drape the downtown in art and history.
- Catch a performance at [Hutchins Street Square Performing Arts Theatre](#) or live music at a variety of local wineries and restaurants.

www.VisitLodi.com/things-to-do

RESTAURANTS

With all the fresh ingredients Lodi chefs have at their fingertips, farm-to-table meals are savory, rich, and filled with bright flavor profiles. Abounding in unique dining experiences, Lodi offers everything from fine dining to open-air cuisine. A stroll in Downtown Lodi will take you past hip breweries, an Asian bistro, an eclectic cheese shop, and a cantina serving authentic Mexican Fare – and that's only on one street. Wherever you roam, there's no wrong direction for a foodie in Lodi.



www.VisitLodi.com/restaurants

EVENTS

From street fairs to farmers markets, sporting events to live music, there's something happening in Lodi almost every week of the year.

SPRING (Mar, Apr, May)

Beer Fest
Lodi Wine & Food Festival
Lodi Street Faire
Row x Row (formerly ZinFest)

FALL (Sept, Oct, Nov)

Grape Festival & Harvest Fair
Giro D'Vino
Sandhill Crane Festival

SUMMER (June, July, Aug)

Downtown Certified Farmers Market
4th of July at the Lake
Summerfest
Cyclefest

WINTER (Dec, Jan, Feb)

Festival of Trees
Parade of Lights
Wine & Chocolate Festival
Zoo Lights

www.VisitLodi.com/events

SHUTTLES, TOURS & TRANSPORTATION

A variety of transportation options are available to guests enjoying local wine tasting and events. The Grape Line offers transportation to downtown tasting rooms. Sip Shuttle and Destination Drivers leads winery outings, transporting guests to a collection of Lodi wineries on day trips. Vintage Limousine Service offers upscale transportation for guests. Some visitors prefer cycling when embarking on a Lodi wine adventure.

Amtrak's San Joaquin line stops in Lodi. Lodi is directly accessible on this scenic Northern California route from Sacramento.

www.VisitLodi.com/things-to-do/tours

AIRPORTS

The closest major airport to Lodi is Sacramento International Airport (SMF; 46 miles north of Lodi). Travelers may also consider San Francisco International Airport (SFO; 99 miles west of Lodi), Oakland International Airport (OAK; 82 miles west of Lodi), or Mineta San Jose International Airport (SJC; 89 miles west of Lodi). The Stockton Metropolitan Airport (SCK; 20 miles south of Lodi) currently offers direct flights from Las Vegas, NV, and Phoenix, AZ through Allegiant Air. United Airlines will offer twice daily flights from Los Angeles (LAX), to Stockton (SCK).

HISTORY

How Lodi Got Its Name

Originally called Mokelumne (*Mokul* is a corruption of the Miwok word for river, and *umne* means "people of"), Lodi was established as a town in 1869 after a group of major landowners persuaded the Central Pacific Railroad to make it a stop between Stockton and Sacramento. The town of Mokelumne was often confused with the nearby communities of Mokelumne Hill and Mokelumne City, which often delayed mail and shipments of goods and supplies. For these reasons, the town's name was changed to Lodi in 1874. Lodi was later incorporated as a city in 1906.

The true story behind the city's name is often debated, but a few theories exist:

- Settlers of Lodi came from Lodi, Illinois.
- It was inspired by the great racehorse named Lodi.
- In 1796, Napoleon was stopped in Lodi, Italy.



The Mission Arch

The iconic Lodi Mission Arch was built in Downtown Lodi in 1907, the year after Lodi became an incorporated city. Its purpose was to provide a formal entrance to the grounds of the Tokay Carnival, the first Lodi Grape Festival. Today the Arch looks the same as it did when first built, only with one notable difference: a

California Bear now rests atop the structure, facing north.

Added in 1910, the bear was originally made of papier-mâché and faced south; it was rebuilt in the 1940's and turned north to face the Capitol City of Sacramento in 1956.

History of Zin

Known as the "Zinfandel Capital of the World," Lodi's vineyards produce about 40% of the premium Zinfandel in California. Many of Lodi's old growth Zinfandel vines date back to the 1880's and early 1900's. Lodi's Zinfandel grapes were able to survive throughout the 20th century, even during Prohibition. At that time, heads of households were allowed to make 200 gallons of wine each year under the Volstead Act, a law that Lodi capitalized on by shipping grapes all over the country to satisfy the market for home winemaking. In the 70's and 80's, demand grew for the region's Zinfandel grapes when White Zinfandel gained mass-market appeal. In 1986, the Lodi region was officially recognized as an appellation and winemakers began to put "Lodi Appellation" on their labels.

AGRICULTURE

Located in California's Central Valley, San Joaquin County is part of what's referred to as "The Greatest Garden in the World" and the "Nation's Salad Bowl," where fresh fruits, vegetables, and nuts are produced, packaged, and shipped all over the world. Some of the region's top crops include: almonds, apples, cherries, tomatoes, walnuts, and winegrapes. It is also famous for blueberries, nectarines, peaches, and asparagus.

The agricultural land surrounding Lodi has been known for well over a century for its deep, rich, fine, talcum powder-like soil (classified as Tokay sandy loam). This fertile valley soil is complimented by Lodi's dry, Mediterranean climate and mild temperatures. Together these natural elements provide an ideal environment for crops.

Early settlers of Lodi grew wheat and barley; in 1880, San Joaquin Valley was producing the largest wheat crop in the world. When wheat prices dropped, the Mokelumne River area's high water table allowed for a flourishing watermelon industry. In fact, between the late 1880's and 1900, Northern San Joaquin Valley held the title of "Watermelon Capital of the World." By the time the market for watermelons began to drop in the 1890's, Lodi farmers were transitioning to grapes - specifically Flame Tokay and later Zinfandel and Carignan. Today Lodi accounts for 18% of California's total winegrape production, with more winegrape acreage than Napa and Sonoma counties combined.



VITICULTURE & SUSTAINABILITY

The Lodi American Viticultural Area (AVA) was recognized by the federal government in 1986, and seven smaller AVAs within the Lodi area were added in 2005. The Lodi AVA is one of the largest in California at approximately 550,000 acres and has more than 100,000 acres of winegrapes farmed by more than 750 growers, many of

whose families have grown grapes for over a century. The region's annual yield of nearly 600,000 tons of grapes is valued at over \$300 million and made up 20% of California's total winegrape production. As the Lodi AVA receives more and more recognition for quality, premium varietal wines, the industry continues to grow.

Lodi prides itself on its sustainable viticultural practices. In 2005, the Lodi Winegrape Commission created the standards for California's first, third-party-certified, sustainable winegrowing program, known as Lodi Rules™. Ranking among the most rigorous and comprehensive programs in the country, Lodi Rules promotes growing practices that enhance biodiversity, soil health, and water cleanliness. It also encourages responsible farming by focusing on land stewardship, employee training, and safety initiatives. As of 2021, over 55,000 winegrape acres were "Certified Green."

GEOGRAPHY

Lodi is flat terrain at an elevation of approximately 50 feet above sea level. It covers an area of 13.8 square miles, 98.46% land and 1.54% water.

POPULATION

The city of Lodi's population as of 2021 is approximately 68,752.

CLIMATE & AVERAGE TEMPERATURES

Lodi enjoys a mild, Mediterranean climate year-round, cooled each night by the Delta breeze.

SPRING: Mid 70° to low 80°

FALL: 70° to 80°

SUMMER: 90° days, mid 50° nights

WINTER: 50° to 60°

LODGING

Hotels, motels, vacation rentals, bed & breakfasts, and campgrounds offer a variety of unique experiences for Lodi visitors. Plan a luxurious getaway at Wine & Roses Hotel, Restaurant, & Spa where you'll enjoy state-of-



the-art amenities, fine dining, and serenity among seven acres of towering trees and botanical gardens. Or, stay in one of Lodi's franchise favorites: Days Inn & Suites Lodi, Holiday Inn Express, Hampton Inn, Fairfield inn & Suites, Motel 6, and more. You can also choose from an array of historic bed & breakfasts and vacation rentals that will add a personal touch to your wine country getaway. Whatever your lodging preference may be, you'll find just the right place at just the right price in Lodi Wine Country.

www.VisitLodi.com/hotels

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2 - 3 Day Itinerary

MUSEUMS AND TOURS

Begin the day at the [San Joaquin County Historical Museum](#) in the heart of [Micke Grove Park](#), where you will find a variety of fun, educational exhibits. Be transported back in time to the San Joaquin County schoolhouse and the authentic blacksmith shop. Observe authentic tractors from the early 1900's and view hundreds of antique farm implements. Learn about Native American culture in our region at one of the museum's newest exhibits, the Native Peoples Gallery.

Make your way to historic Downtown Lodi to partake in a [Mural Tour](#) in the heart of our city, relishing in Lodi's vast history. Cobblestone streets lined with Elm trees will enchant you as you are welcomed into a colorful array of boutique shops, restaurants, and tasting rooms. Enjoy a fresh, farm-to-table meal at one of our many downtown eateries where exquisite cuisine will tempt the palate as you take in the energy of downtown.

Just around the corner, step into a world of discovery at the [World of Wonders Science Museum](#) where hands-on activities make learning about science fun! Learn about energy, electricity, magnetism, sight, and more as you explore over 50 awesome exhibits.

LODI WINERIES

Start your Lodi wine experience at the [Downtown Visitor Center](#) where visitors can learn all about Lodi and pick up an Official Visitor Guide, complete with winery listings and a wine trail map. Whether you are looking for boutique wineries with historical significance or a new, modern tasting facility, Lodi wineries not only showcase award-winning wines, but will dazzle you with their Lodi hospitality.

Stop for lunch at the elegant Wine & Roses Hotel, Restaurant & Spa. Nestled in the heart of Lodi wine country, this historic inn, restaurant, and spa provides a comfortable and relaxing environment set within seven acres of towering trees and serene botanical gardens. Savor the essence of fresh, local ingredients prepared by Wine & Roses' hottest up-and-coming chefs.

Spend the rest of the afternoon visiting some of Lodi's 85 wineries and 60 tasting rooms. Lodi offers an amazing variety of tasting opportunities - small and large, brand new and decades old. Although variety is abundant, one constant remains, the Lodi wine experience. Visitors of Lodi wineries often find themselves tasting in the company of 4th or 5th generation winemakers who are passionate about their products.

FAMILY-FRIENDLY ACTIVITIES

Watch the action at the [Micke Grove Zoo](#), which features more than 170 animals representing over 50 different species of birds, mammals, reptiles, amphibians, and invertebrates. Visitors will enjoy native animals and exotic species from all over the world, right here in Lodi!

Enjoy a picnic and take in warm rays peeking through massive oak trees at [Micke Grove Park](#). With 258 acres, this regional park provides room for a relaxing day with nature.

After lunch, it's off to the [World of Wonders Science Museum](#) where children, as well as adults, will love exploring the hands-on exhibits. Learn about energy, electricity, magnetism, and more.

Looking to cool down? Then off to [Lodi Lake Park](#) where you can enjoy swimming, kayaking, paddleboarding, and more. Start your adventure with a visit to the Lake's Discovery Center, where you can learn about the Mokelumne River and the wildlife that calls it home. Take a walk along scenic nature trails lined with mature oaks, cottonwoods, and willow stands overlooking the river. Observe some of 200+ species of birds inhabiting this 58-acre riparian wilderness area. Kayaks, paddleboards, peddle boats, and canoes are available for rent at the Lodi Lake Boat House, via [Headwaters Kayak](#), and a beach area is available for those who enjoy swimming.

OTHER PLACES OF INTEREST

- [A&W Root Beer of Lodi](#) (Lodi is the birthplace of A&W.)
- [Hutchins Street Square Performing Arts Theatre](#)
- [Lodi Community Art Center](#)
- [Lodi Parachute Center](#)
- [Tony Segale's Double Dip Gallery](#)



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Story Ideas

LODI, CALIFORNIA: PREMIER WINE COUNTRY GETAWAY & VACATION DESTINATION

Lodi, California has garnered international attention with its award-winning wines. Named the “[2015 Wine Region of the Year](#)” by *Wine Enthusiast* and one of the “[World’s Next Big Wine Regions](#)” by



Bloomberg Business, Lodi boasts more wine acreage than any other California appellation and produces more winegrapes than Napa and Sonoma combined. But that’s just the start of Lodi’s story – with 85 wineries, 60 tasting rooms, a lively downtown, and a wide array of colorful attractions, Lodi is a premier wine and travel destination. Tell your readers why visitors and wine experts, alike, are raving about Lodi Wine Country.

FAMILY-FRIENDLY FUN

Readers with families will be pleased to hear that a trip to wine country can mean fun for the whole family! Check out these 6 family-friendly attractions in Lodi, California:

- [World of Wonders Science Museum](#): Colorful, hands-on exhibits make learning about science fun!
- [Micke Grove Zoo and Fun Town](#): Micke Grove Zoo houses more than 170 animals that will surprise and



delight! The park also features Fun Town, a small amusement park.

- [Lodi Lake Park](#): Spend the day kayaking, paddleboarding, peddle boating (check out [Headwaters Kayak](#) at the Lodi Lake Boat House for rentals), playing on the beach, or exploring nature trails.
- [San Joaquin County Historical Museum](#): Learn about the region's rich history as you walk through eight buildings with dioramas, photos, and little pieces of history.
- [The Mud Mill](#): Artists of all ages, let your creative side come alive! Head to this family-friendly pottery painting studio and choose from more than 300 bisque designs and 70 colors.

THE MANY FLAVORS OF DOWNTOWN LODI

Over the last decade, historic Downtown Lodi has evolved into a vibrant myriad of eclectic [shops](#), [wineries](#),



breweries, boutiques, and farm-to-table restaurants. Savor mouth-watering samples of gourmet cheeses from all over the world at [Cheese Central](#). Step into another dimension at whimsical [The Dancing Fox Winery & Brewery](#). Sip and stroll among some of the nine lively downtown tasting rooms. Visitors who stay for the stars will enjoy live music around every corner. Contact Visit Lodi! to learn more about how Downtown Lodi has become a thriving destination. We would be happy to arrange an interview with a local shop.

YEAR-ROUND EVENTS IN LODI

Lodi offers a wide variety of [events](#) throughout the year, as well as vibrant dining and lodging options that may pique the interest of your readers. Whether they're wine lovers, outdoor enthusiasts, foodies, or all of the above, here are a few events that are sure to delight:

SPRING (Mar, Apr, May)

Beer Fest
Lodi Wine & Food Festival
Lodi Street Faire
Row x Row (formerly Zinfest)

FALL (Sept, Oct, Nov)

Grape Festival & Harvest Fair
Giro D'Vino
Sandhill Crane Festival

SUMMER (June, July, Aug)

Downtown Certified Farmers Market
4th of July at the Lake
Summerfest
Cyclefest

WINTER (Dec, Jan, Feb)

Festival of Trees
Parade of Lights
Wine & Chocolate Festival
Zoo Lights

GENERATIONS OF EXCELLENCE

Behind each Lodi wine is a family with a story. Over the last fifteen years, more than 85 wineries and 60 tasting rooms have made a home in Lodi, crafting some of the finest California wines. Many are 4th and 5th generation Lodi family wineries with rich histories of tradition and excellence. Lodi wineries and vintners invite visitors to experience what makes Lodi special – excellent wine and an unforgettable experience. Interested in learning more about the people behind the wine? Visit

Lodi! would be happy to provide more information and arrange interviews with Lodi wineries.



LODI WINE COUNTRY ATTRACTS CYCLISTS

For avid cyclists and recreational riders, alike, Lodi, California is a top destination. Why do cyclists love Lodi so much? Maybe it's our year-round Mediterranean climate and flat, endless country roads lined with scenic vineyards, tranquil pastures, and farmland. Perhaps it's the reward of arriving at dozens of wineries and tasting rooms nestled among vibrant vines for a well-deserved glass of Lodi wine. Or could it be the many cycling events Lodi hosts throughout the year?



Lodi is within easy cycling distance of the [Cosumnes River Preserve](#) (a great birding area in the fall and spring), the Delta (small river towns along the Sacramento River), and [Micke Grove Park](#) (zoo, historical society, Japanese Garden, and manicured park grounds.)

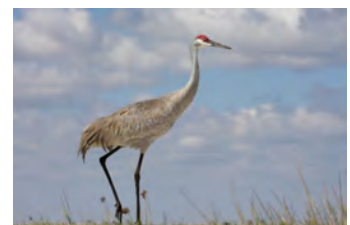
Visit Lodi! Conference & Visitors Bureau has launched an interactive cycling map to help visitors explore our region on wheels.

The map highlights a variety of routes created by Lodi cyclists that include stops at local shops, restaurants, and wineries. These routes can be printed from the Visit Lodi! website, downloaded into Garmin, or accessed through the RideWithGPS app on mobile devices. Go online to learn more and explore Lodi bike routes:

www.visitlodi.com/lo-di-bike-routes.

A NATURE LOVERS' PARADISE

Surrounded by thousands of acres of nature preserves, Lodi is a paradise for avid birders and nature lovers. The river-rich basin coupled with marshes teeming with life is home to hundreds of species of birds, mammals, amphibians, reptiles, and fish.

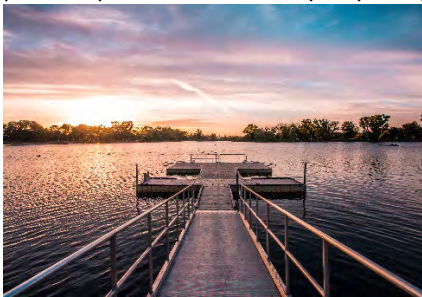


The [Cosumnes River Preserve](#)

is a favorite among visitors and offers year-round hiking trails and an educational visitor center. The [Woodbridge Ecological Reserve](#) is also favored for viewing these magnificent creatures. During the winter months, the Sandhill Cranes come to *winter-over*, offering visitors the unique opportunity to observe this magnificent bird. Lodi celebrates the arrival of the cranes each November with the Sandhill Crane Festival featuring educational classes, tours, and entertainment. Contact Visit Lodi! for more information to share with your nature-loving audience.

THE MOKELUMNE RIVER: A TOP PADDLING DESTINATION

The Mokelumne River in Lodi is a one-of-a-kind paddling destination in the Central Valley. Flowing into the Delta, connecting with the San Joaquin River, and flowing all the way to the Golden Gate Bridge, the river is a perfect place for an all-day kayaking, paddleboarding, peddle boating, or canoeing adventure.



Riddled with twists and turns and surrounded by trees, the Mokelumne is rarely windy, making it ideal for adventurers of all kinds, from beginners to avid paddlers. Nature lovers will delight in the wide array of wildlife that can be seen along the way: deer, river otters, beavers, minks, turtles, and a wide array of birdlife. Kayaks, paddleboards, and canoes are available for rent at Lodi Lake Park, a great starting point for Mokelumne adventurers. Stop by [Headwaters Kayak](#) at the Lodi Lake Boat House for rentals.

Visit Lodi! would be happy to provide more information on the Mokelumne River and Lodi water sports, or arrange an interview with a local professional.