



NEWS

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WHAT'S NEW IN BERKELEY, CALIF.

BERKELEY, Calif., June 1, 2017 – Set between Pacific foothills and San Francisco Bay, Berkeley is a vibrant and spirited city that will surprise those who still see it as the counter-culture center of the Sixties. Free Speech and flower power are forever in the city's "DNA," but Berkeley has evolved into a culinary and cultural destination. Across Berkeley's 18 square miles, a visitor can hear a symphony, rock concert or jazz quartet, take in a Broadway-bound play, stroll through a redwood forest or a rose garden, shop for handmade crafts, play golf or take a yoga class, embark on a sport fishing excursion or listen to a poetry reading. And more. Here's a look of what's new in Berkeley:

DESTINATIONS & DETOURS

Travel is about the details and detours that make a destination memorable. In our city overlooking the San Francisco Bay, we're backyard artists and history book headliners. Outdoor adventurers and coffee shop philosophers. The capital of culinary and the hub of homegrown. We invite you to enjoy locally-sourced inspiration in all its forms: scenic parks, famous stages, a distinguished university, and renowned restaurants. Come mix flavors, change tempos, and break molds. Go ahead, be bold. Be a little Berkeley. Check our [Destinations & Detours](#) brochure for the latest on Berkeley's travel vibe.

BERKELEY BASE CAMP: NORCAL ROAD TRIPS START HERE

Northern California has it going on a grand scale. Seeing it all, or even a nice slice of it, can be a geo-challenge. Where you start is key, and there's no better NorCal base camp than Berkeley. Fly into Oakland Int'l Airport (OAK), super-chill and compact. Next: BART from OAK to Berkeley (yes, you will need a car in Cali, but we recommend the time and cost savings of taking the train from the airport; more on the cost savings coming up.) Check in to your Berkeley hotel, where same-star rated accommodations are almost always favorably competitive with "West Bay" properties. Pro tip: rent a car from one of Berkeley's in-town national-brand outlets for additional savings. Spend a night or two in Berkeley, BART into SF, see the icons (Alcatraz: check; Golden Gate Bridge, check; museums, check). At day's end, return for Berkeley's vibrant food and arts scene. Recharged, well-fed, maybe even a little enlightened, set forth into

California wine country, High Sierra, Pacific Coast explorations. Map it out at <http://www.visitcalifornia.com/region/road-trips>.

BERKELEY LOCAL LIBATIONS

Berkeley is a culinary wonderland, with top chefs and restaurants that continue to set the bar for local, sustainable, farm-to-table dining. Locally-sourced inspiration extends to famous farmers' markets and artisanal food that highlight the flavors of the fresh local harvest. Berkeley's drinks scene reflects a commitment to craft and quality that pairs perfectly with the city's renowned restaurant and culinary legacy. Local wineries like Donkey & Goat have tasting rooms serving award-winning wines. Fieldwork Brewing Company's ever-rotating selection of hyperfresh craft beer pours first at its West Berkeley taproom (and thereafter at craft beer bars around town and the state). The Rare Barrel captures sour beer alchemy, and every craft brewer in the Bay bows to Triple Rock Brewery, est. 1986 in downtown Berkeley at the dawn of the American craft beer renaissance. So, there are options. Hop between tasting rooms, brewery tours, taprooms and bars, and you've got a Local Libations destination worth the trip! Add a few bites of Berkeley artisan food products along the way for a spirited, only-in-Berkeley culinary adventure. Check out [Berkeley Local Libations](#) - a free guide to the local drinks scene.

GRADUATE BERKELEY NOW OPEN

The freshest kid in class, Graduate Berkeley is the new name for the city's venerable Hotel Durant. Part of the boutique, buzzy Graduate Hotels chain, which just won Inc.'s 2017 Design Award for Interior Design, the property is filled with story hooks, including one the minute you walk into the lobby: more than 9,000 vintage issues of *National Geographic*. The backstory: Nat Geo's iconic cover color features a Pantone number that matches the California gold of UC Berkeley's team colors. Graduate Berkeley is a five-minute walk to campus, at the corner of the city stir and game day buzz. The lobby conjures the arts and academia, the well-traveled local and Berkeley's Bohemian roots. And, in true Berkeley foodie fashion, SF's Tartine Bakery will soon be setting up shop in the hotel's restaurant. Info, inspiration, reservations at [Graduate Berkeley](#).

SOUNDTRACK TO THE SIXTIES: ROCKING OUT TO BERKELEY'S MUSIC SCENE

Janis, Jimi, Jerry and more – Berkeley's music scene went live in the 1960s. This October, the Berkeley Historical Society will present the definitive exhibition on the era, titled "Soundtrack to the Sixties." Located in Berkeley's Downtown Arts District, the Berkeley Historical Society Museum is a local treasure filled with the counter-culture, flower power, tie-dye and free speech legacy of the city. After touring the exhibition, enjoy today's music at [The UC Theatre](#) or [Freight & Salvage](#), also in the Arts District.

For more information and the official, full-color and free Berkeley Visitors Guide, see <http://www.visitberkeley.com/>.

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