



STORY IDEAS

Farm-to-Cork

Home to the state's most diverse crop base, you can bet Caldwell is proud of its agricultural roots. For generations, families have produced award-winning vegetables, grains, spices and more, and they are eager to share with visitors and locals alike. But one of the most notable crops is one many don't expect coming out of Idaho - the mighty wine grape.

Idaho's Snake River Valley, which includes Caldwell, was designated an American Viticultural Area (AVA) in 2007—the first in the state. Through this federal AVA designation, the Snake River Valley, with its combination of microclimates, soil and other growing conditions, has been officially recognized as a unique grape growing region capable of producing excellent wines.

There are 17 wineries in the Caldwell area, referred to as the Sunnyslope Wine Region, including one of the state's oldest, Ste. Chapelle. These 17 wineries produce award-winning Rieslings, Chardonnays, Cabernet Sauvignons, Malbecs, and Tempranillos!

Wine tasting, a fantastic year-round activity in Caldwell, is open and available every day of the week, with special events throughout the year. Come see for yourself!

- Additional wine-related story ideas:
 - Women in winemaking. Many of the winemakers in the Sunnyslope Region are women, including the leaders at Ste. Chapelle, Scoria and Williamson Vineyards.
 - We've got cider, too! Stack Rock Cidery, based at Vine & Branch Ranch in Caldwell produces hard cider made straight from Idaho apples. While you're there you can grab some local wine and a true farm-to-table experience at the farm's eat-in cafe.
 - Farm-to-Cork Certification. When you see Destination Caldwell's Farm to Fork Certification, you can be sure the restaurant's wine menu features 75% or more of vintages are from the Snake River Valley AVA and the Sunnyslope Wine Trail. Indian Creek Steakhouse, Amano and Grit 2C in Downtown are all certified.

Farm-to-Fork / AgVenture Trail

As you can imagine, with so much access to farm-fresh produce, meat and the like, local chefs are flocking to set up shop in Caldwell, with seven restaurants opening downtown in the past two years. Dining choices range from mouth-watering comfort food to ethnic eateries; comfy coffee bars to breezy patios—enough to suit anyone's hankering!

And while dining in downtown is top-notch, Caldwell takes the farm-to-fork experience a step further with its amazing AgVenture Trail. This free, family-friendly, self-guided 11-stop tour (you can do as many as you like), will show you the heart of Caldwell and those who live here.

Guests will travel through acres of farms, ranches and orchards where they can pick fresh produce, meet some farm animals, learn to make cheese or a beautiful bouquet. Many activities are available year-round, but most active in summer and fall months.

This is a great story idea for people who want to experience WHERE their food comes from.

- Additional farm-related story ideas:
 - Farm to Table Burgers. Valli Hi Angus Ranch was established in 1960 and is now run by the owners' daughter. The beef store's humble beginnings included opening up the shed at the top of the lane with a homemade sign showing "Beef Store." What started out as a pass time selling to family and friends has now turned into a family legacy as demand for the high quality, grass-fed beef increased. Now, the grass-fed beef is used in downtown Caldwell's burger joint, Eight Twelve Main, just 6 miles from where the beef was raised.

Winter in Caldwell

While summertime in Caldwell, with its temperate climate and rolling fields of green, is a special time of year, wintertime is also something not to be missed. Sure, you can go wine-tasting and eat at amazing restaurants throughout the winter, but what makes winter in Caldwell so special is what's happening in downtown.

Starting the weekend before Thanksgiving, over one million lights cover Indian Creek's trees, landscapes, buildings and bridges (not to mention a singing Christmas Tree). A truly beautiful sight to behold!

Making the picture even more perfect is one of the most beautiful downtown plazas in the Western U.S., and one of only seven ice skating ribbons in the country. Visitors can rent skates, visit Santa and grab a hot chocolate (or adult beverage) to enjoy by one of the outdoor firepits.

Many of us have lost the wonder of the holiday season - Caldwell is a great story idea that shows a unique winter-time experience that will bring the magic back into the season for the whole family!