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***FOR IMMEDIATE RELEASE***

**KERN RIVER OUTFITTERS' PUB & GRUB and WINE TASTING TRIPS  
HIGHLIGHT LOCAL BREWERY and CENTRAL COAST VINEYARDS**

(EMAILWIRE.COM, March 19, 2009 ) Kern River Outfitters, Southern California's premier whitewater rafting outfitter, is running two specialty trips this year that feature trendy beverage themes. The first, scheduled for July 9-10, is a Pub & Grub trip featuring micro brews from locally based Kern River Brewery, and the second, set for July 16-17, will highlight wines from an array of Central California vineyards.

On these trips, guests raft the Lower Kern, spending the evening between two days of boating at the outfitter's comfortable camp adjacent to the river. An expert representing the brewery or winery is on hand to host tastings and answer questions. Typically, tastings are held before and during dinner and are accompanied by hor's d'oevres and the main entrée. The next day, guests raft the second half of the river and return to the outfitter's headquarters that afternoon.

Beer tastings and pairings have seen a tremendous upswing in popularity. Katherine Martinelli with StarChefs.com pointed out in her March 2009 article, "Wine snobs look out -- beer has arrived. No longer relegated to pubs and pizza parlors, beer is showing up in restaurants of all culinary persuasions across the country. " Tina Danze with the Dallas News recently stated in her March 10th, 2009 article, "It's a trend toward casual bistros serving more serious, chef-driven food with an array of imported and craft beers."

"We chose to focus on the Central Coast area for our wine tasting trip because they have great wines without the "attitude" and high prices of some of the other more well-known regions," comments Kern River Outfitters' Reservations Manager Dawn Jordan. "We are featuring varietals from Justin, Denner, Harmony, Mid-life Crisis, Ortman, and Palmina because we love them, and we are looking forward to introducing them to our guests."

Kern River Outfitters has been hosting one- to three- day rafting vacations on the Kern River for over 25 years. National Geographic Adventures Magazine recently acknowledged their expertise in customer service and attention to quality by listing them as one of their "Best Travel Companies on Earth". Luther Stephens, General Manager of Kern River Outfitters, states, " We have always held the highest standards in customer service of California rafting outfits and feel honored to have received this recognition. We are proud of our Client Satisfaction rating of 100 and will continue to provide the highest quality California rafting experience for all of our guests."

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Note to Media: For more information, photos or to arrange for a media trip, contact Will Volpert, 541-282-3729, will@KernRafting.com.