

Why should you visit

BAJA CALIFORNIA?



We are
the capital of
Mexican wine

Baja California, Wine Capital of Mexico, is a state that delights the senses of its visitors, the wine enthusiasts. Its emblematic **7 valleys** host unique tasting experiences, where all those who visit can explore the diverse taste & aromas that local wines are distinguished for. From boutique shops in **Ensenada** to the well-known vineyards in **Valle de Guadalupe**, Baja is the place for **fine winemaking**.

Under the state's radiant sun, there blooms a **craft beer culture** that has been **internationally recognized**. With an ample variety of local breweries innovating within the state, a **region** well-known for brewing **high-quality exceptional craft-beer** that enthralls even the most demanding palettes. **Wendlandt in Ensenada, Insurgente in Tijuana, & Icono in Mexicali**, are a few of those multiple breweries that have turned the state into a **Craft Beer oasis**.



Besides being a wine paradise, **our state** is featured in the **2024 Michelin Guide** thanks to its revolutionary gastronomy. With a culinary scene in constant evolution, the region hosts several restaurants that are praised and awarded for their excellent cuisine. **Restaurants awarded a Michelin star** such as: **Animalon, Damiana, & Conchas de Piedra; Lunario and Deckman's** in Ensenada were recognized with a **green Michelin star**; and **Amores** in Tecate with a service award. Additionally, over **20+ restaurants** from **Tijuana, Ensenada, & Tecate** are also featured in the **Michelin Recommended List** or have received a **Bib Gourmand award**. From traditional dishes to innovative offerings, local chefs who are recognized worldwide dazzle their patrons with authentic flavors and avant-garde techniques, making us a **top-tier culinary destination**.



Offering incomparable scenery for **ecotourism & outdoor enthusiasts**, from its majestic valleys and mountains to the impressive beaches across the **Sea of Cortes** and the **Pacific Ocean**, the region holds an array of landscapes that invite you to explore and adventure. With options for **whale-watching**, breathtaking trails, and bays, **Baja California** stands as an **ideal destination** for those looking for **unforgettable experiences closer to nature**.

Join the
adventure in the
**breathtaking
landscapes** of
Baja California.



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 **El Descanso Trail, Rosarito**