

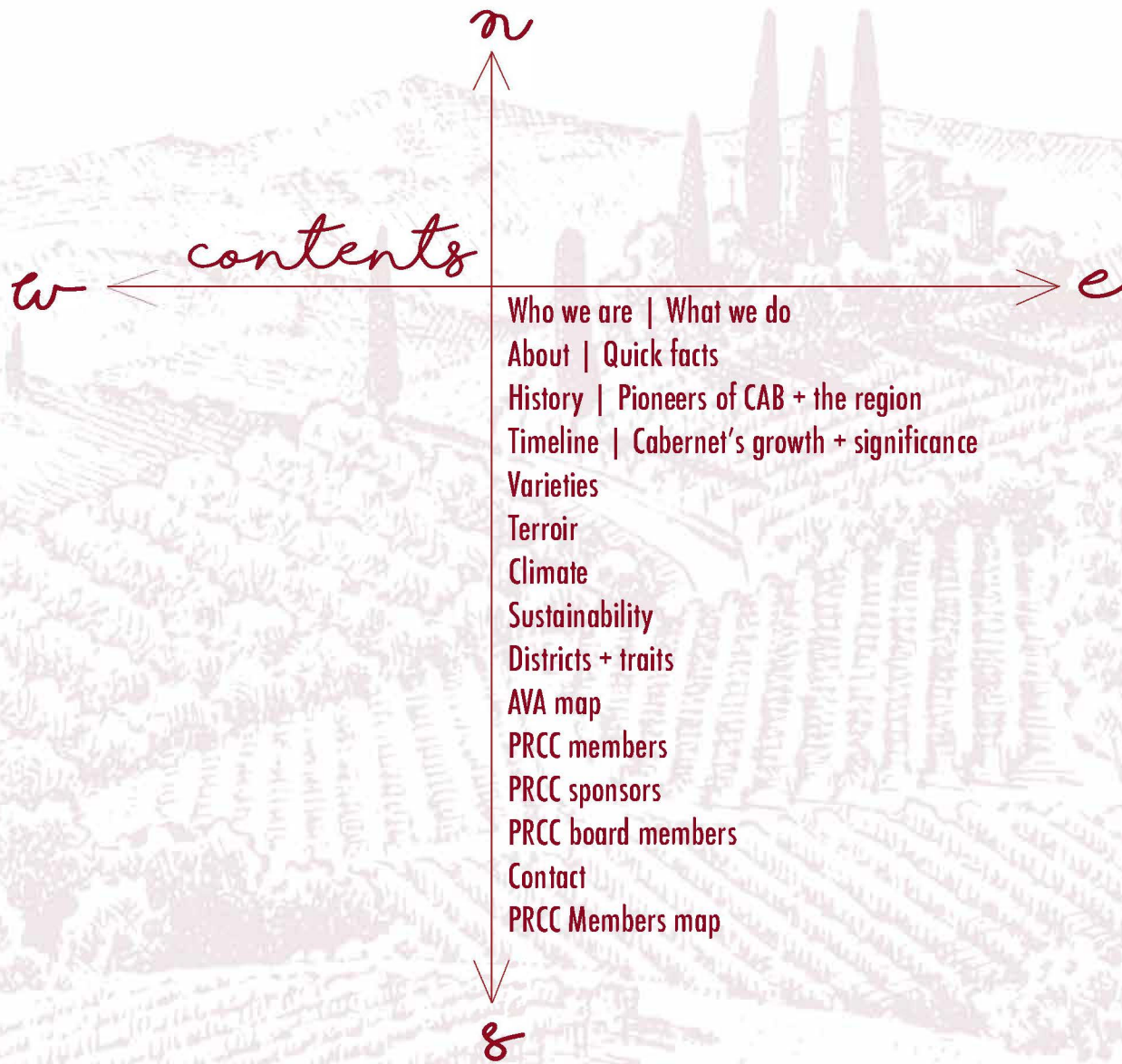


PASO ROBLES



CAB COLLECTIVE

media kit





a collective effort

While the Red Bordeaux varieties Cabernet Sauvignon, Cabernet Franc, Merlot, Petit Verdot, Malbec, Carménère, and Sauvignon Blanc grown within the Paso Robles appellation are superb in quality, they are largely under-represented across the market and wine industry landscape, meaning winemakers and consumers alike are missing out on all that these varieties have to offer.

Driven by the desire to remedy this, the Paso Robles Cabernet and Bordeaux (CAB) Collective banded together in 2012 to boost awareness of these varietals and their noteworthy attributes. The Paso Robles CAB Collective's (PRCC) efforts as a grassroots organization have manifested through educational opportunities, dynamic events and impassioned initiatives to enlighten trade consumers, media and beyond.

Open to all wineries that produce these Cabernet Sauvignon and Bordeaux varietals in the Paso Robles AVA, members are afforded opportunities to collaborate with other members, resulting in a continuously expanding network of industry professionals and tenured experts on everything from viticulture and wine production to marketing and sales.

The PRCC is a grassroots non-profit organization governed by a board of seven director members. Three of these members are founding members who cooperated closely to establish the organization and include DAOU Vineyards & Winery, J. Lohr Vineyards & Wines and JUSTIN Vineyards & Winery. Other founding members who actively participated in the creation of the PRCC include Adelaida Vineyards & Winery, Eberle Winery, Vina Robles Vineyards & Winery and Chateau Margene.

Interested in learning more?

Visit www.pasoroblescab.com for more details and resources.

who we are

The Paso Robles CAB Collective is a grassroots organization striving to promote to consumers and media worldwide the Paso Robles appellation's full potential to produce superb, age-worthy and balanced classic Cabernet Sauvignon and red Bordeaux varietals.

what we do

The Paso Robles CAB Collective strives to connect media, trade and consumers to the story of Cabernet Sauvignon and red Bordeaux varietals of Paso Robles, beginning with the varietals' upbringing and extending to how they are known, enjoyed and shared worldwide.

wine country

Centrally located between San Francisco and Los Angeles along California's Central Coast, Paso Robles Wine Country encompasses more than 40,000 vineyard acres and has tripled in the past decade from 75 bonded wineries into more than 200.

With a greater day-to-night temperature swing than any other California appellation, distinct meso-climates, diverse soils, and a long growing season, Paso Robles AVA is a unique wine region with optimal growing conditions for producing premium and ultra-premium wines. Known as one of the great wine regions of the world.

- Established in **1983** with 17 wineries and 5,000 vineyard acres
- Currently **200+** wineries
- **11 districts** acknowledged in 2014
- **40,000** planted vineyard acres
- The region is growing critical acclaim for its Cabernet Sauvignon and Red Bordeaux wine: **50%+ Cabernet Sauvignon** and other Bordeaux varieties, and nearly **60%** of all planted acres are red Bordeaux varieties
- California's "**Rhône Zone**"
- Known for **proprietary, nontraditional** blends
- Host only event dedicated to blends: **BlendFest**
- **Zinfandel** was first winegrape planted in 1880s
- Long & **consistent** growing season
- **30** distinct soil series within **612,000** total acres in the AVA
- Greatest **diurnal temperature swing** in Calif.
- Most **calcareous and siliceous** soils in Calif.
- Western boundary: **6 miles** from Pacific Ocean

quick facts

SMALL-TOWN CHARM MEETS WORLD-CLASS WINE

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How it all began...

Established in 1983, the Paso Robles American Viticultural Appellation (AVA) is in the northern half of the San Luis Obispo County, centrally located between San Francisco and Los Angeles along California's Central Coast, and is home to more than 200 wineries and 40,000 vineyard acres. The region is known for its family-owned and operated artisan wineries, with about two-thirds producing less than 5,000 cases.

In the 1970s, under the guidance of U.C. Davis enologist André Tchelistcheff, Dr. Stanley Hoffman planted some of Paso Robles' first Cabernet Sauvignon grapes. These notable plantings flourished on Hoffman's 1,200-acre ranch near the old Paderewski Ranch in the hills of Adelaida, about eight miles west of downtown Paso Robles. His Hoffman Mountain Ranch — now owned by DAOU Vineyards & Winery and Adelaida Vineyards & Winery — provided the first large-scale modern facility in the area. Cabernet Sauvignon's star was undoubtedly rising, and Hoffman's unique Cabernet, grown on the central coast of California, created a frenetic buzz among discerning wine circles.

Red Bordeaux varieties in Paso Robles

In Paso Robles Wine Country, CAB is king. Temperate days, cool nights and well-drained soil echo the growing conditions of the St Emilion region of France, the Rutherford district of Napa Valley and the Alexander Valley in Sonoma County, inspiring local winemakers to produce world class Cabernet Sauvignon, Cabernet Franc, Merlot, Petit Verdot, Malbec and Carménère, and Sauvignon Blanc across the regional's bucolic vineyard terrain.

Today, Cabernet Sauvignon - with its rich mouthfeel, deep complexity and velvety finish - reigns supreme among Paso Robles' Bordeaux varieties bounty. When combined, Cabernet Sauvignon, Merlot and the other Bordeaux varieties make up nearly 60 percent of all grapes grown across the 614,000 acres Paso Robles AVA. Elegant, robust and age-worthy, award-winning Paso Robles Cabernet Sauvignon has garnered extensive acclaim across the U.S. and around the world.

history of the region

*pioneers of
cabernet sauvignon*

Gary Eberle & Eberle Winery

Gary Eberle started out with little hands-on winemaking experience, but is now revered by many as the "Godfather of Paso Robles wine."

Arriving in Paso Robles in 1973 with a dream and a doctorate in enology from U.C. Davis, Eberle established Estrella River Winery & Vineyards on Paso Robles' east side. Eberle planted Cabernet Sauvignon, garnering a hearty crop that truly in Paso Robles' climate and soils. He later founded Eberle Winery, launching a 1979 Cabernet Sauvignon. Decades later, Eberle is still enamored with the grape's depth of flavor, complexity and ability to stand proudly on its own.

Justin Baldwin & JUSTIN Vineyard & Winery

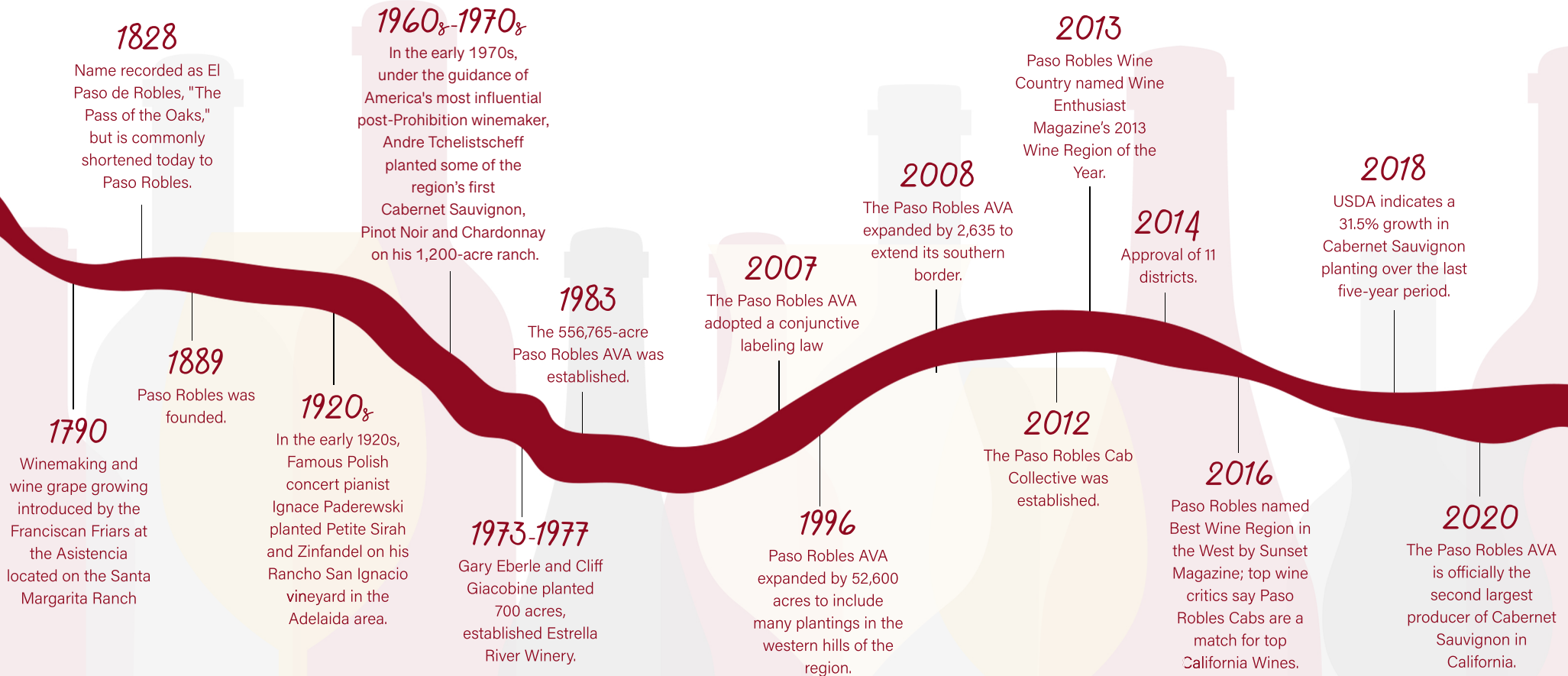
Justin Baldwin traveled the world as a banker before arriving in Paso Robles. On a trip to Bordeaux, the wines of Château Margaux ignited an obsession in Baldwin that led him to Paso Robles, where he planted 72 acres of Bordeaux varieties 16 miles west of town in 1981, establishing JUSTIN Vineyards & Winery. 1987 marked the first vintage of his Cabernet Sauvignon, Cabernet Franc and Merlot blend he called ISOSCELES. With its 11th vintage ISOSCELES put Paso Robles on the global luxury wine map when its 1997 vintage was named #6 in The Wine Spectator's Top 100 Wines of 2000. In 2014, JUSTIN Vineyards & Winery released the 25th consecutive vintage of this celebrated wine.

Jerry Lohr & J. Lohr Vineyards & Wines

Winemaker Jerry Lohr's role in the rise and recognition of Paso Robles Cabernet Sauvignon spans more than three decades. In 1986, Lohr planted Cabernet Sauvignon in Paso Robles, and with the hands-on devotion of an artisan farmer, tended to the vines while diligently working toward the creation of an adjacent winery and barreling facility, completed in 1988. Today, J. Lohr Vineyards & Wines spans over 2,300 acres in Paso Robles, with plantings dedicated to Cabernet Sauvignon, Merlot, Syrah and Petite Sirah. From this rich and diverse palette of sustainably-farmed estate fruit, J. Lohr crafts wines that showcase bold, concentrated flavors and a vibrant sense of terroir.

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cabernet growth AND significance



terroir

The Paso Robles AVA is a land of diversity and contrast that encompasses river bottoms to rolling hills and flat lands to mountains. The major geographical features of the area are the Santa Lucia mountain range to the west, the Salinas River Valley through the middle, the Templeton Gap within the Santa Lucia range, and the La Panza / Cholame Hills range to the east.

The region's soils are primarily bedrock-derived soils from weathered granite, older marine sedimentary rocks, volcanic rocks and younger marine sedimentary rocks. Much of it is from the Miocene age Monterey Formation, featuring calcareous shales, sandstone or mudstone, and limestone. Combinations thereof can make for very diverse soils throughout the AVA. These well-drained soils --- which tout scant moisture, gravelly and sometimes chalky limestone --- yield Bordeaux varietals worthy of international acclaim.

calcareous

(carbonate-rich) High Calcium levels and relatively low potassium and magnesium levels, and alkaline pH's (7.5-8.2) in their subsoils. Able to retain moisture in dry months yet have good drainage during the wet season.

siliceous

(silica-rich) Medium levels of calcium, relatively low potassium and magnesium levels, and acid to neutral pH's (5.5-7.0) in their subsoils. Offers good heat retention and in combination with silt, clay and other sedimentary soils has good water retention during the growing season.

clay

(Calcareous Clay) Tends to have high pH (7.5+) with good water retention but poor drainage. It stays cool with deep fractures in the dry season, which can also delay ripening, yielding a more acidic wine.

sandy loam

Airy soil composed of tiny particles of weathered rocks typically found on fans, terraces, and in watershed areas. The phylloxera louse does not thrive in this type of soil, which drains well but does not have good water retention. It is often found combined with clay.



climate

The region's distinct mesoclimates, which consist of warm days and cool nights resulting from the **50-degree diurnal shifts**, preserve balanced acidity in the wine that keeps the palate eagerly coming back for more. The proximity of the Pacific Ocean, orientation of numerous canyons and valleys, and varying elevations produce many different microclimates in the Paso Robles AVA.

The area benefits from the largest swing between **high daytime, and low nighttime temperatures** of any region in California as a result of the cool marine air that flows east through the Templeton Gap and south along the Salinas River Valley from the Monterey Bay. The region's summer is characterized by warm, clear days, generally unencumbered by clouds, fog or severe winds. Daytime high temperatures in the summer typically fall between **85 and 100 degrees Fahrenheit** (29-37 °C), but nighttime low temperatures usually can drop by **40 to 50 degrees Fahrenheit** (4-10 °C) due to the cooling maritime effects afforded by the Templeton Gap and cool winds from the Salinas Valley.

Templeton Gap effect defined: As daytime high inland/coastal temperatures rise (with moisture) and meet air cooled by the cold, Pacific Ocean, advection fog forms. This "sea fog", rolls in and out daily. In the latter afternoon, the fog rolls back in over Estero Bay with advance wind that pushes against the windward side of the Santa Lucia range. These winds are able advance past the range due to the "Templeton Gap," a **500-700 foot overall drop in range elevation** between the Paso Robles region and Estero Bay.

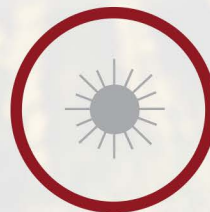
This goldilocks condition allows the Pacific Ocean to provide just the right amount of cooling influence to the region. This diurnal fluctuation is considered by winemakers and wine grape growers as **key to attaining the intense varietal character** displayed in wine grapes from the area. September, October and the first half of November are typically rain-free and warm, giving Paso Robles vines the advantage of time to produce fully mature fruit, while the overnight cooling keeps the grapes' acid chemistry in balance. The first rainfall of the season is typically about two weeks later than Napa or Sonoma, and a month later than Mendocino, giving winemakers the **luxury of waiting for optimal ripeness**. Winter temperatures tend to dip into the low twenties in the cooler regions, with most vineyards becoming **fully dormant by mid-December**.

Frost is a potential threat through mid-May, especially following a northern weather system. These growing conditions are also ideal for producing more than 60 wine varieties, including premium and ultra-premium Cabernet Sauvignon and red Bordeaux varieties, which make up **over 60% of all wine grapes** in the Paso Robles AVA.

The rainfall of the region, like its climate and soils, varies greatly depending on the vineyard's proximity to the Pacific Ocean and the Templeton Gap. Average annual **rainfall for the City of Paso Robles is 15.5 inches** (393 mm), but rainfall ranges from eight inches (200 mm) in the eastern portions of the AVA to **as much as 45 inches (one meter) on the far western ridges**. The first rains typically arrive in early-to-mid November, with the heaviest amounts usually occurring January through March. These rain totals are typically dominated by relatively few, but substantial, Pacific storms that can contribute several inches of rain in just a few days.

growing season

The long growing season in the AVA, which typically begins in April and ends at the end of October/beginning of November, allows this late-ripening variety ample time to develop not only **superb structure** that makes it one of the most respected grapes in the world, but a **rich, mouth-filling fleshiness** that's admired by winemakers with shorter growing seasons. Cabernet fruit from Paso Robles is intense and concentrated with fruit-forward aromas and flavors, similar to its northern counterparts, but with riper and softer tannins.



sustainability

SIP Certified is about great wines, healthy vineyards, and the well being of workers. The SIP Certified seal assures that growers and winemakers are preserving and protecting the natural environment, treating their employees and community with care, and have sound business practices with a long-term view that protects both the present and the future.

Learn more at www.SIPcertified.org

Certified California Sustainable Winegrowing vineyards and wineries produce high-quality grapes and wine, protect the environment and enhance the communities in which they live and work by implementing sustainable winegrowing practices that are environmentally sound, socially equitable and economically viable. CSWA is a nonprofit organization created in 2003 by Wine Institute and the California Association of Winegrape Growers.

Learn more at www.sustainablewinegrowing.org.

Many vineyards throughout the Paso Robles AVA are certified under these popular programs: Biodynamic practices create a farm system that is minimally dependent on imported materials and instead meets its needs from the living dynamics of the farm itself. It is the biodiversity of the farm that results in an increase in the farm's capacity for self-renewal and ultimately makes the farm sustainable. Practices include sheep and alpacas to weed and fertilize, interplanting of fruit trees, compost made on site from prunings and grape must, applications of compost tea, natural pest controls, and hives of bees to support different plant species.

Learn more at www.demeter-usa.org

LEED (Leadership in Energy and Environmental Design) is the most widely used green building rating system in the world, providing a framework for healthy, highly efficient, and cost-saving green buildings. LEED certification is a globally recognized symbol of sustainability achievement and leadership. LEED is for all building types and phases, new construction, interior fit outs, operations and maintenance and core and shell.

Learn more at www.usgbc.org.





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Paso Robles districts

The Paso Robles American Viticulture Area (AVA) is situated along California's Central Coast. Framed by two mountain ranges, the region enjoys a Mediterranean climate with warm days and cool nights. More than 200 wineries dot the landscape, sourcing fruit from 40,000 acres of wine grapes that vary from Albarino to Zinfandel.

While more than 60 different varieties are grown in the Paso Robles region, the majority being Cabernet Sauvignon, followed by Merlot, Syrah and other red varieties like Grenache and Mourvèdre. Paso's exceptional climate, proximity to the Pacific Ocean, varying topography, and diversity of soils make it a great place to produce world class wines. Within the Paso Robles AVA are 11 districts: Adelaida, Creston, El Pomar, Paso Robles Estrella, Paso Robles Geneseo, Paso Robles Highlands, Paso Robles Willow Creek, San Juan Creek, San Miguel District, Santa Margarita Ranch, and the Templeton Gap District.

THE DISTRICTS OF PASO ROBLES

region 2-3

35-40
degrees
Fahrenheit

25"
annual
rainfall

adelaida

Topography: Santa Lucia Range, high mountain slope grading to foothills; 900-2,200 ft.

Soil: Shallow, bedrock residual soils and patchy colluvial hillside soils from middle member of Monterey Formation and older rocks; largely calcareous soils.

creston

Topography: Old erosional plateau at the base of the La Panza Range; alluvial terraces and fans of Huerhuero Creek; 1,000-2,000 ft.

Soil: Old, well developed terrace and hillside soils; mix of granitic and sedimentary rocks.

11.5"
annual
rainfall

25-35
degrees
Fahrenheit

region 3

region 2

25-35
degrees
Fahrenheit

15"
annual
rainfall

el pomar

Topography: High, older terraces, fans, and hills; 740-1,600 ft.

Soil: Quaternary alluvial soils, well developed loams to clay loams, some calcareous, with Monterey Formation sand-stone and siltstone at depth in some areas.

paso robles estrella

Topography: Rolling plains of Estrella River valley and terraces; 745-1,819 ft.

Soil: Quaternary alluvial soils of diverse ages across younger to older terraces, deep to moderate depth, with remnant patches of older valley fill at highest elevations.

14"
annual
rainfall

35-40
degrees
Fahrenheit

region 3

region 3-4

40-50
degrees
Fahrenheit

15.5"
annual
rainfall

paso robles geneseo

Topography: Up faulted hills through old river terraces along Huerhuero-La Panza fault; 740-1,300 ft.

Soil: Old alluvial terrace and residual hillside soils of moderate depth with cementation of the gravelly Paso Robles Formation and older granites.

pasos robles highlands

Topography: Old Pliocene-Pleistocene erosional surface across the Simmler, Monterey and Paso Robles Formations below the La Panza Range; 1,160-2,086 ft.

Soil: Deep, sometimes cemented alluvial soils; old leached alkaline soils common, with younger sandy soils along active streams.

12"
annual
rainfall

30-50
degrees
Fahrenheit

region 4

region 2

20-30
degrees
Fahrenheit

27"
annual
rainfall

pasos robles willow creek

Topography: High Elevation mountainous bedrock slopes across a more erodible member of the Monterey Formation; 940-1,900 ft.

Soil: Mostly bedrock (residual) soils from the middle and lower members of the Monterey Formation, patches of alluvial soil along stream, largely calcareous, loams to clay loams.

san juan creek

Topography: San Juan Creek, younger river valley with alluvial terraces and fans as a tributary to the upper Estrella River; 980-1,600 ft.

Soil: Well to moderately drained, deep alluvial soils, sandy loams to loams to clay loams on the highest, oldest terraces.

10.5"
annual
rainfall

30-50
degrees
Fahrenheit

region 3-5

region 3

11-40
degrees
Fahrenheit

11.5"
annual
rainfall

san miguel

Topography: Footslope of Santa Lucia Range, with alluvial terraces of the Salinas and Estrella rivers and small recent alluvial fans; 580-1,600 ft.

Soil: Deep alluvial sandy loams to loams to a few clay loams (some with clay pans) from the river bottoms up onto the higher terraces.

santa margarita ranch

Topography: High, steep mountain slopes of ancient Salinas River and upper reaches of incised contemporary Salinas River along the Rinconada Fault; 900-1,400 ft.

Soil: Deep alluvial soils derived from many lithologies and varying in texture, with patchy residual soils on mountain slopes.

29"
annual
rainfall

20-30
degrees
Fahrenheit

region 2

region 2

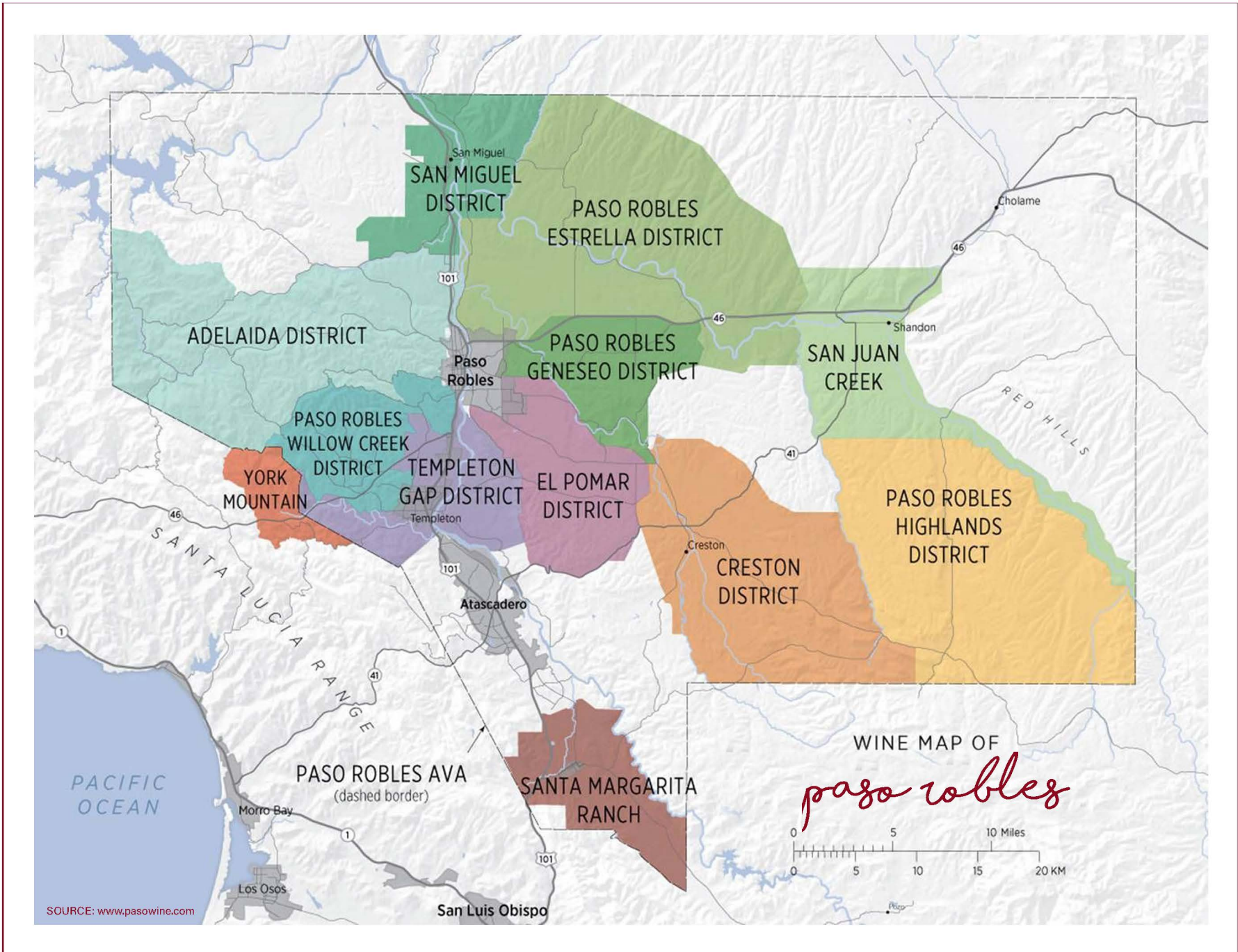
20-40
degrees
Fahrenheit

20"
annual
rainfall

templeton gap district

Topography: Santa Lucia Range mountain sloped and broad alluvial terraces; elevations 700-1,800 ft.

Soil: Broad alluvial terraces and fans of Paso Robles Creek and the Salina River over bed-rock; alluvial soils of shallow to moderate depth and sandy to silty clay loams; calcareous in places.



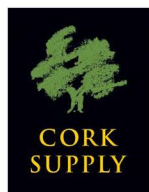
FOR MORE DETAILS, VISIT www.pasowine.com/paso-robles/AVA

Paso Robles is a federally designated American Viticultural Area (AVA), with characteristics that distinguish it from other growing regions. Since the AVA encompasses 614,000 acres, it became necessary to distinguish the sub-regions within the AVA. The grapes grown and produced in these sub-AVA's express themselves differently. Paso Robles' 11 districts demonstrate the diversity found in this acclaimed wine region, providing consumers with more information about what is in the bottle.

members



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- G. **STEVE PECK**, Director of Winemaking, J. Lohr Vineyards & Wines



THEY'RE A FUN BUNCH



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