



# MEMBERSHIP APPLICATION

Formed in 2012, the Paso Robles CAB (Cabernet and Bordeaux) Collective (PRCC) is an independent, collaborative effort of leading Paso Robles growers and producers of Cabernet and Red Bordeaux varietals specific to the Paso Robles AVA. The PRCC is a non-profit organization governed and directed by representatives of the member wineries. Open to wineries that produce Cabernet and red Bordeaux varietals, the PRCC hopes to shape the future of the Paso Robles appellation and showcase the superior quality of wines produced. Member wineries have the opportunity to work with and learn from other members. The organization is designed to create a network of knowledgeable and experienced industry professionals to assist each other from viticulture to production, marketing, and finally, sales .

COMPANY INFORMATION				
WINERY NAME				
COMPANY NAME				
COMPANY PHONE #				
MAILING ADDRESS				
WINERY WEBSITE				
TASTING ROOM PHONE #				
TASTING ROOM ADDRESS				
ACCOLADES URL				
BUY WINES URL				
DAYS & HOURS OPEN				
PRINCIPAL	NAME		TITLE	
PHONE #	OFFICE		MOBILE	
EMAIL				
WINEMAKER	NAME		TITLE	
PHONE #	OFFICE		MOBILE	
EMAIL				
DAILY CONTACT PERSON	NAME		TITLE	
PHONE #	OFFICE		MOBILE	
EMAIL				

SOCIAL MEDIA INFORMATION			
SOCIAL MEDIA CONTACT			
TITLE			
PHONE #	OFFICE		MOBILE
EMAIL			
FACEBOOK			
TWITTER			
YOUTUBE			
INSTAGRAM			
OTHER			

COMPANY INFORMATION FOR MEDIA	
YEAR FOUNDED	
OWNERS	
BORDEAUX VARIETALS PRODUCED	
TOTAL ANNUAL PRODUCTION	
IMAGES NEEDED	(1) Winery logo, (2) Winemaker, (3) Winery, (4) 2-3 iconic images, (5) bottle shot of top wine. Email to <a href="mailto:kyndal@parkersanpei.com">kyndal@parkersanpei.com</a>
YOUR STORY (75 words max)	
	Or email to <a href="mailto:kyndal@parkersanpei.com">kyndal@parkersanpei.com</a>

TOTAL BORDEAUX VARIETAL CASE PRODUCTION (must be 75% Boredeaux Varietals)		
TOP FOCUS WINES ( > 75% BORDEAUX VARIETAL)	PRODUCTION IN PREVIOUS HARVEST	SRP
1.		
2.		
3.		
4.		
5.		
6.		

## COMMITTEES

*Please select the committee you are interested in serving on.*

☐ MARKETING & EVENTS COMMITTEE

☐ TECHNICAL COMMITTEE

NAME, TITLE	PHONE NUMBER	EMAIL ADDRESS

If multiple parties are interested, separate information with commas.

## IDEAS

WHAT IDEAS WOULD YOU LIKE TO SEE EXPLORED BY THE PASO ROBLES CAB COLLECTIVE?

### 2015 MEMBERSHIP FEE: JANUARY 1 — DECEMBER 31, 2015

*2015 membership fees are based on red Bordeaux varietal case production in 2014*

UNDER 5,000 CASES	\$2,500
5,000 - 9,999 CASES	\$5,000
10,000 + CASES	\$10,000

**50% due no later than January 30, 2015 (to be on the map and in promotional materials). Remainder due July 1, 2015.** All fees will be applied to the promotional costs including PR and marketing, events, materials, web site maintenance, and more. Note: A portion of the sales of CABs of Distinction event tickets sold by members will be credited to their membership fees due in July

Please make checks payable to **Paso Robles CAB Collective**. Return these forms & payment to:

**Paso Robles CAB Collective. P.O. Box 4569, Paso Robles, CA 93447** or email completed application to [linda@parkersanpei.com](mailto:linda@parkersanpei.com).

*As the Paso Robles CAB Collective continues to create visibility and educational initiatives that validate our growing significance on the global red Bordeaux stage, we seek to differentiate and extend our story. One supporting initiative for 2015 and beyond includes the development of a comprehensive technical evaluation of phenolics in our members' red Bordeaux wines for the purpose of establishing a Paso Robles baseline for future comparative analysis with other AVAs. Members will be asked to submit a 50 ml sample of their best 100% red Bordeaux barrel sample annually in December. Detailed analysis of each sample will be shared only with the contributor of the sample, the PRCC Board of Directors, and a small team of selected PRCC winemakers who will make up the technical committee for this initiative. The results will not be publically released or shared with other members.*

For questions or further information: please contact **Linda Sanpei** at Parker Sanpei at [linda@parkersanpei.com](mailto:linda@parkersanpei.com). If an invoice is needed for payment: please contact **Cindy Paup** at [cpaup@jlohr.com](mailto:cpaup@jlohr.com)