

PASO ROBLES



CAB COLLECTIVE

Cabernet & Red Bordeaux Wines

— PERFECTED IN PASO ROBLES —

2018 MEMBERSHIP PACKAGE

About the PRCC

MISSION

The mission of the Paso Robles CAB Collective is to educate media, trade and consumers, and garner global acclaim for the quality of Cabernet Sauvignon and red Bordeaux varietals produced in Paso Robles.

VISION

The Paso Robles CAB Collective is a grassroots organization which strives to promote the full potential of the Paso Robles appellation in producing superior quality, age-worthy, balanced, classic Cabernet Sauvignon and red Bordeaux varietals to media, trade and consumers worldwide.

In Paso Robles Wine County, with more than half of the 40,000 acres planted to red Bordeaux varieties, CAB is king. Temperate days, cool nights and well-drained soils echo the best of the growing conditions of Bordeaux, France and Napa, California, inspiring local winemakers to produce world-class Cabernet Sauvignon, Cabernet Franc, Merlot, Petit Verdot, Malbec and spectacular red Bordeaux blends throughout the region's bucolic vineyard terrain.

Formed in 2012, the Paso Robles CAB Collective (PRCC) strives to promote the full potential of the Paso Robles AVA in producing superior quality, classic and age-worthy Cabernet Sauvignon and red Bordeaux varietals to trade, media and consumers worldwide.

The PRCC is a grassroots non-profit organization formed with the belief that the Bordeaux varieties of the Paso Robles AVA, and the subsequent quality of the wines, are worthy of international acclaim. As an organization governed and directed by representatives of the member wineries, the PRCC seeks to improve awareness regarding the distinctive attributes of Paso Robles Cabernet Sauvignon and red Bordeaux varietals through the education of media, retailers, restaurateurs and sommeliers who ultimately influence the buying consumer. This is done by hosting key influencers to the region for one-on-one experiences with the members of the PRCC, as well as by taking the wines on the road to key markets and events, while internally continuing to raise the quality of wines by sharing best practices. In its first five years of existence, media and trade recognition for the caliber of wines has led to increased production, distribution and sales.

"I'm increasingly seeing incredible wines based largely on Cabernet Sauvignon, Petit Verdot and other Bordeaux varieties from Paso Robles. While it may be hard for readers to believe, trust me when I tell you that these top-quality releases are a match for the best wines from California's North-Coast."

— Jeb Dunnuck, *Robert Parker's Wine Advocate* (August 2016)

The contributions and collaborative nature of our winery partners has been irreplaceable and each is highly valued. It is our belief that all our wineries will thrive as we collaboratively continue to garner recognition for the region's Cabernets and red Bordeaux varietals.

As a member of the Paso Robles CAB Collective you will help us accomplish our mission to educate media, trade and enthusiasts on the quality of Cabernet and red Bordeaux wines produced in Paso Robles, and to thrive as the most progressive and burgeoning wine region in North America.



Critical Acclaim

“...Paso Robles is flexing its cabernet muscle with the Paso Robles Cabernet Collective, a coalition of Cabernet Sauvignon producers, in spite of skepticism from some industry insiders. If Napa is king, Paso Robles is the cab heir-apparent...”— Michael Cervin, *The Hollywood Reporter*

“Want great California Cabernet? Try Paso Robles” — Sara Schneider, *Sunset Magazine*

“The Paso Robles CAB Collective is shining light on a new era of winemaking on California’s central coast” — Jonathan Cristaldi, *The Tasting Panel*

“A strong message was delivered at the Paso Robles CAB Collective phenolics conference: Paso is one of the world’s great Cabernet and red Bordeaux regions” — Paul Hodgins, *The Somm Journal*

“The Paso Robles CAB Collective proved, once again, that Paso Robles Cabernet Sauvignon and red Bordeaux-variety wines compete with those from among the top growing regions across the globe” — Wine Business Monthly

“Today sees renewed focus on Bordelais varieties bottled in the Paso Robles AVAs, thanks to the Paso Robles CAB Collective network” — Matt Kettmann, *Wine Enthusiast Magazine*

“Love Cabernet from Paso Robles? Look into the Paso Robles CAB (Cabernet Sauvignon and Bordeaux Collective) for wineries making age-worthy, high quality wines”

— Lindsay Pomeroy, *Wine Folly*

“The non-profit (PRCC) felt that this appellation righteously deserved more attention. In fact, the world-class quality of its signature Cabernet Sauvignon and Bordeaux varieties is why Wine Enthusiast Magazine named Paso Robles Wine Region of the Year in 2013.”

— Kathy Strong, *The Desert Sun, USA Today Network*

“I’m increasingly seeing incredible wines based largely on Cabernet Sauvignon, Petit Verdot, and other Bordeaux varieties from Paso Robles. While it may be hard for readers to believe, trust me when I tell you that these top-quality releases are a match for the best wines from California’s North-Coast.” — Jeb Dunnuck, *Robert Parker’s Wine Advocate*

PRCC Annual Events

Varietal Spotlight Tasting

Member, Trade & Sponsor Event

January 3, 2018

Varietal Spotlight Tasting

Member, Trade & Sponsor Event

February 7, 2018

Wine Segmentation

Member Event

February 12, 2018

Varietal Spotlight Tasting

Member, Trade & Sponsor Event

March 7, 2018

Varietal Spotlight Tasting

Member, Trade & Sponsor Event

April 4, 2018

CAB Camp

Media Event

April 9-11, 2018

Vintners Tech Symposium

Member Event

May 2, 2018

Varietal Spotlight Tasting

Member, Trade & Sponsor Event

May 2, 2018

Varietal Spotlight Tasting

Member, Trade & Sponsor Event

June 6, 2018

Sponsor Recognition & Annual BBQ

Member & Sponsor Event

August 9, 2018

CAB Camp

Trade & Sponsor Event

September 4-6, 2018

Annual Meeting & Holiday Celebration

Member & Sponsor Event

November 30, 2018



For more information on these events visit pasoroblescab.com

Board of Directors

FOUNDING MEMBERS:

DAOU Vineyards & Winery
J. Lohr Vineyards & Wines
JUSTIN Vineyards & Winery
ADELAIDA Cellars
Chateau Margene
Eberle Winery
Halter Ranch Vineyard
Vina Robles Vineyards & Winery

PERMANENT BOARD SEATS:

DAOU Vineyards & Winery
J. Lohr Vineyards & Wines
JUSTIN Vineyards & Winery

The remaining four board seats are elected by members; two each year on a rotating schedule.



Doug Filippini

Co-owner, Ancient Peaks Winery
2017-2018, PRCC President



Michael Mooney

Proprietor & Winemaker, Chateau Margene
2014-2017, PRCC Secretary



Cynthia Lohr

Co-owner, Trade & Brand Advocate, J. Lohr Vineyards & Wines
Permanent Board Seat,
PRCC Vice President



Marcy Eberle

Co-owner, Eberle Winery
2018-2019



Maeve Pesquera

Senior Vice President, DAOU Vineyards & Winery
Permanent Board Seat,
PRCC Marketing Committee Chair



Austin Hope

President, Hope Family Wines
2018-2019



Matt Steel

General Manager, JUSTIN Winery & Landmark Vineyards
Permanent Board Seat,
PRCC Membership Committee Chair



Linda Sanpei

Executive Director
2012- present



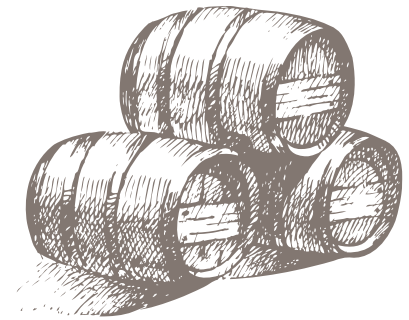
Steve Lister

Director of Sales, Vina Robles Vineyards & Winery
2017-2018



Jessica Kollhoff

General Manager, Adelaida Vineyards & Winery
2013, 2015-2017, PRCC Treasurer



2017 Members

ADELAIDA



ANCIENT
PEAKS
WINERY



CASTORO
CELLARS



DAOU
VINEYARDS & WINERY



J. LOHR
VINEYARDS & WINES



NINER
WINE ESTATES

Opolo



ROBERT
HALL
WINERY

20TTA

SAN
ANTONIO
WINERY
ESTABLISHED 1917

Sextant



TREANA



CAB Collective Membership Benefits

Open to wineries that produce Cabernet and red Bordeaux varietals in Paso Robles, the PRCC hopes to shape the future of the AVA and showcase the superior quality of wines produced.

Member wineries have the opportunity to work with and learn from other members. The collective is designed to create a network of knowledgeable and experienced industry professionals to assist each other from viticulture to production, marketing, and finally sales.

MEDIA

- Staff member dedicated to media outreach, pitching and coverage of the PRCC
- Curated media tours to member wineries
- Media tours and tastings at CAB Camp
- Featured stories on the Paso Robles CAB Collective
- Private blind tastings with media

TRADE

- Trade tastings and panels in Paso Robles and target markets
- Alliance partnerships with the PRWCA, destination marketing organizations and other associations that bring media and trade to the AVA
- Trade tours and tastings at CAB Camp

CONSUMERS

- Tastings and events in key markets
- Bi-monthly blog posts
- Social Media reach

DIGITAL

- Pasoroblescab.com
- Social Media – Facebook and Instagram

ADVERTISING

- Advertising in key industry publications / websites

MARKETING BENEFITS

- Presence on the printed PRCC Tasting Map / Brochure
 - Distributed at all member tasting rooms and tourism kiosks
- Digital Marketing
 - Winery profile including: description, logo, link, hours, accolades, wine store link, map location/directions, contact information and social media links
 - Featured winery positioning on home page (rotates on loading)
 - Guest blog posts
 - Guest social media posts
 - Co-hosting of winery events on PRCC's Facebook page
- Showcase your winery at events, tastings
- Opportunity to participate in trade and media programs
- Presence in the Electronic Press Kit

EDUCATIONAL BENEFITS

- Vintners Tech Symposium
- Varietal Spotlight Tasting (six/year)

MEMBER SAVINGS

- Member-only discounted table fees at key wine events
- Member-only invitations to key wine events

ADDITIONAL BENEFITS

- Monthly e-newsletter
- Access to member and sponsor mailing lists
- Right to run for Board of Directors
- Annual BBQ and Holiday Dinner
- Right to be on various committees (Wine Technical Committee, Marketing, or Sponsorship)



2018 Membership Application

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				

Membership Application

SOCIAL MEDIA INFORMATION				
SOCIAL MEDIA CONTACT	NAME		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 concierge@pasoroblescab.com
YOUR STORY* (75 words max)	
YOUR TASTING EXPERIENCE* (75 words max)	

*Or email to concierge@pasoroblescab.com

Membership Application

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

Paso Robles CAB Collective
3940-7 Broad St. #301
San Luis Obispo, CA 93401

or email completed application to:
concierge@pasoroblescab.com.

50% due immediately (and no later than February 1, 2018). Remainder due July 1, 2018.

All fees will be applied to the promotional costs including PR and marketing firm, regional and out-of-area events, materials, web site maintenance, and more.

TOTAL BORDEAUX VARIETAL CASE PRODUCTION *(must be 75% Bordeaux 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 COMMITTEE ☐ TECHNICAL COMMITTEE ☐ SPONSORSHIP 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?

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2018 MEMBERSHIP FEE: JANUARY 1 – DECEMBER 31, 2018

2018 MEMBERSHIP FEES ARE BASED ON RED BORDEAUX VARIETAL CASE PRODUCTION IN 2017

0-999 CASES	\$1,000
1,000 - 4,999 CASES	\$2,500
5,000-9,999 CASES	\$5,000
10,000+	\$10,000

A scenic landscape photograph featuring a vineyard in the foreground with rows of green grapevines. A dirt path runs through the middle of the vineyard. In the background, there are rolling hills under a vibrant sunset sky with orange, pink, and blue hues. The sun is visible on the horizon. The text "Thank you" is overlaid in the center in a white, italicized serif font.

Thank you