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**CABs of Distinction: A Winner with Sommeliers, Media and Trade**

*Annual event substantiates superior qualities of Paso Robles AVA in producing Bordeaux varietal wines*

May 20, 2015 (Paso Robles, Calif) – At its recent **CABs of Distinction** annual event, the **Paso Robles CAB** (Cabernet and Bordeaux) **Collective** (PRCC) proved, once again, that Paso Robles Cabernet Sauvignon and red Bordeaux-varietal wines compete with those from among the top growing regions across the globe.

“Paso Robles Cabernet Sauvignons have a distinct expression in the canon of Cabernet Sauvignons grown throughout the world,” said Head Sommelier of Bar Boulud, **Mike Madrigale**, who moderated a panel based on the popular *SOMM Journal* column, “The Quaff Report.” “The velvety texture, richness and freshness are what set it apart from other Cabs.”

The 2014 *En Primeur* barrel tastings showcased how developments in viticulture practices, such as soil moisture probing, shoot thinning, and fruit-drop lead to exemplary wines that demonstrate the potential for Paso Robles to produce superior-quality Cabernets and red Bordeaux varietal wines. *En Primeur* is a great way for vintners to showcase the quality of the most recent harvest while the media and trade get an early assessment on the quality of the vintage.

The Paso Robles’ phenolic phenomenon panel discussion led by Scott McLeod of Wine Xray highlighted the use of phenolic measurements in wine as a means to objectively measure the quality of the wine and terroir. Looking more specifically at color (bound anthocyanins) and tannins, phenolics can give an idea of the intensity of the vintage as well as the structure it has for aging. By looking at the numbers, one can observe that a vast majority of PRCC wines have color in excess of 200 parts per million and in some cases in excess of 300 parts per million. These numbers can rival the best regions of the world. Tannins range from the low 1,000s to in some cases low 2,000s, showing great structure across the board. The phenolic measurements analyzed by Wine Xray of the 2013 vintage undoubtedly show that Paso Robles has a terroir that rivals the best terroirs in the world in producing Bordeaux varieties.

*The SOMM Journal* brought “The Quaff Report,” to CABs of Distinction for a riveting blind tasting of Paso Robles Cabernet Sauvignon alongside that of Bordeaux and Napa. Moderated by **Mike Madrigale**, the panel included **Jared Hooper** of Faith & Flower, **Darius Allyn**, MS, of Giada at the Cromwell Hotel, **Augustus Miller** of Charlie Palmer, **Paul Coker** of Michael Mina's Stonehill Tavern at the St Regis, **Terence Leavey** of Spago Beverly Hills, and **Naureen Zaim** of Smoke.Oil.Salt. Wines included:

- 2010 JUSTIN Isosceles Reserve, Paso Robles, \$100
- 2010 DAOU Soul of the Lion, Adelaida District, Paso Robles, \$100
- 2010 Joseph Phelps Insignia, Napa, \$170
- 2010 Dominus Estate, Napa, \$250
- 2010 Chateau Ducru Beaucaillou, Saint Julien/Bordeaux, \$225
- 2010 Chateau Leoville Barton, Saint Julien/Bordeaux, \$155

With all the intrigue, conjecture, and fun of a whodunit game, the blind panel recognized the two Paso Robles Cabernet Sauvignons in the lineup by their “warmth,” “tannic structure,” and freshness.

The 2016 CABs of Distinction media, trade and consumer events are scheduled for April 14-17. For more information on CABs of Distinction and the Paso Robles CAB Collective, visit [pasoroblescab.com](http://pasoroblescab.com) or email [info@pasoroblescab.com](mailto:info@pasoroblescab.com)

**Sponsors of the 2015 Paso Robles CAB Collective** include: Smurfit Kappa Orange County / Orange County Container Group; *The Tasting Panel Magazine*; *The SOMM Journal*; FIJI Water; Paso Robles Wine Country Alliance; Parker Sanpei; Bruni Glass Packaging; GSO; Seguin Moreau; Farm Credit West ; Enartis Vinquiry; Cellotape / Landmark Label; Martinez Farming; Umpqua Bank; Portocork; Leroi Tonnellerie; Saury USA; Vintage Nurseries; Glenn Burdette; The Blueprinter; American General Media; Butlerz Events; WiVi; Cal Poly University; Paso Robles Inn; La Quinta Inn & Suites; La Bellasera Hotel.

**Members of the Paso Robles CAB Collective** include: ADELADA Cellars, Ancient Peaks Winery, Bon Niche Cellars, Brecon Estate, Broken Earth Winery, Calcareous Vineyard, Cass Vineyard & Winery, Chateau Margene, DAOU Vineyards & Winery, Eberle Winery, Halter Ranch Vineyard, J. Lohr Vineyards & Wines, Jada Vineyard & Winery, JUSTIN Vineyards & Winery, Le Cuvier Winery, Opolo Vineyards, Parrish Family Vineyard, Pomar Junction Vineyard & Winery, Record Family Wines, Red Soles Winery, Rotta Winery, Sextant Wines, Villa San-Juliette Vineyard & Winery, and Vina Robles Winery.

#### **ABOUT THE PASO ROBLES CAB COLLECTIVE**

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 in California. The PRCC strives to promote the full potential of the Paso Robles region in producing superior quality, classic and age-worthy Cabernet and red Bordeaux varietals that compete with like varietals on a global stage to consumers and media worldwide. For more information, please visit [www.pasoroblescab.com](http://www.pasoroblescab.com).

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