



FOR IMMEDIATE RELEASE

Paso Robles CAB Collective Debut Event Exceeds Expectations
CABs of Distinction Serves 1,000 Attendees its Inaugural Year

May 8, 2013 (Paso Robles, Calif) – The inaugural **Paso Robles CAB (Cabernet and Bordeaux) Collective's CABs of Distinction** weekend provided member wineries an opportunity to showcase the quality of its wines and its vision as an organization to nearly 1,000 attendees throughout the weekend, nearly twice the expected weekend attendance.

The Paso Robles AVA, 35 miles wide and 25 miles long, consists of 614,000 total acres. 32,573.99 acres are planted to premium wine production, 53% of which are planted to Cabernet Sauvignon and Bordeaux varietals. Paso's future looks very bright on all fronts, particularly for the Bordeaux varietals, and the regional has a tremendous opportunity to showcase its wines on a global stage.

In celebrating the Bordeaux-varietal wines of the Paso Robles appellation, the CABs of Distinction weekend kicked off with an *En Primeur* barrel tasting of the 2012 vintage hosted by the Collective's inaugural 16 members and attended by nearly 200 trade and media guests. Winemaker dinners were also hosted across the Paso Robles AVA.

Saturday's festivities began at the beautiful Windfall Farms with a panel discussion for media and trade moderated by *Wine Enthusiast Magazine's* California Editor, Steve Heimoff, and included panelists Gary Eberle of Eberle Winery, Kevin Willenborg of Vina Robles Winery, Steve Peck of J. Lohr Vineyards & Wines, Scott Shirley of JUSTIN Vineyards & Winery, David Galzignato of Jada Vineyard and Daniel Daou of DAOU Vineyards & Winery. The panel discussion was followed by a tasting and lunch for media and trade guests. "In regards to Cabernet Sauvignon in Paso Robles, we have only seen the tip of the iceberg. Improvements that range from clonal selections in the vineyard to winemaking techniques in the cellar will show in the near future the potential of this terroir," said PRCC Chairman Daniel Daou, winemaker, DAOU Vineyards and Winery.

The main event, the CABs of Distinction Grand Tasting, showcased twenty top vintners pouring their best Cabernet Sauvignon and Bordeaux-varietal wines alongside cuisine from the region's finest restaurants and food purveyors. Wineries included: ADELAIDA Cellars, B&E Vineyard, Chateau Margene, DAOU Vineyards & Winery, Eberle Winery, HammerSky Vineyards, J. Lohr Vineyards & Wines, Jada Vineyard, JUSTIN Vineyards & Winery, L'Aventure, Niner Wine Estates, Parrish Family Vineyards, Rangeland Wines, Record Family Wines, Robert Hall Winery, Sextant Wines, Still Waters Vineyards, Venteux Vineyards, Vina Robles and Wild Horse Winery. "We're absolutely thrilled with our first year's events, the level of interest in our wines and the number of attendees who participated," said Daou.

Event organizers would like to acknowledge the generous assistance of the event sponsors: Title Sponsor Smurfit Kappa Orange County, Enartis Vinquiry, Bruni Glass, Paso Robles Wine Country Alliance, Parker Sanpei, *Tasting Panel Magazine*, GSO, Cellotape / Landmark Labels, *Tasting Room with Tom Leykis*, Windfall Farms, The Blueprinter, Martinez Farming Labor, *KRUSH Radio*, Earley & Earley, The Park Ballroom, FIJI Water, Portocork, Farm Credit West, LEROI Barrels, Lafitte Cork & Capsule, San Luis Opera, Chill N Go, among others.

The PRCC is non-profit organization governed and directed by representatives of the member wineries. Open to all Paso Robles AVA wineries that produce Cabernet and red Bordeaux varieties, 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.

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 Bordeaux varieties 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 Bordeaux varieties that compete with like varieties on a global stage to consumers and media worldwide. For more information, please visit www.pasoroblescab.com.

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