



Paso Robles CABs showcased nationally in innovative wine education initiative

Prestigious institutions partner with Paso Robles CAB Collective to enhance wine education offering

February 27, 2018 (Paso Robles, Calif.) – Paso Robles Cabernet and red Bordeaux (CABs) varietals are becoming top-of-mind when considering the great CABs produced in the U.S. thanks to an innovative educational initiative from the [Paso Robles CAB Collective](#) (PRCC).

The PRCC is kicking off its informative and inspirational educational series for 2018 with a host of enlightening presentations and workshops in locations across California, Nevada and Texas. The educational series is aimed at creating ambassadors through students, faculty, staff, sommeliers, and trade representatives who will endorse the Paso Robles region and its uniqueness through their own studies, presentations, work and promotion.

PRCC Executive Director Linda Sanpei said this new outreach initiative will bring higher visibility to Paso Robles Cabernet and red Bordeaux varietals, including blends, and the distinct qualities of the region's terroir. "Paso Robles was once regarded for other varietals and is now hailed as Cabernet country with over 49 percent of the total vineyard acreage planted to this popular varietal. We are seeing more and more top quality releases from Paso Robles rivaling the best wines from California's North Coast and beyond," Sanpei said.

"The PRCC is honored to be partnering with such prestigious educational institutions including University of Nevada, Las Vegas; University of Houston, Texas; Napa Valley Wine Academy; Cal Poly Pomona and Cal Poly San Luis Obispo, among others, to bring top sommeliers and wine educators from Paso Robles to students, faculty and trade, to experience first-hand the distinct wines and stories of the region.

The first presentations of the educational series were held at the Napa Valley Wine Academy and Cal Poly Pomona in February.

The PRCC aims to grow this educational series to become a permanent addition to wine and hospitality education curriculums across the U.S. Interested educators can contact PRCC Executive Director Linda Sanpei via email at concierge@pasoroblescab.com.

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 to trade, media and consumers the full potential of the Paso Robles region in producing superior quality, classic and age-worthy Cabernet and red Bordeaux varietals that compete on a global stage. For more information, please visit www.pasoroblescab.com.

Sponsors of the Paso Robles CAB Collective are: [Smurfit Kappa](#), [Saxco International](#), [Fouderie Marc Grenier/Meyrieux Tonnellerie/Tonnellerie Sylvain](#), [Filipponi & Thompson Drilling Inc.](#), [Seguin Moreau](#), [Fiji Water](#), [Pacific Premier Bank](#), [Martinez Farming](#), [TricorBraun](#), [Umpqua Bank](#), [Nomacorc](#), [Farm Credit West](#), [Portocork](#), [Glenn Burdette](#), [Amorim Cork America](#), [Safe Haven Wine Services](#), [Bergin Screen Printing & Etching](#), [Lafitte Cork & Capsule](#), [Moss-Adams](#), [Peltier Glassworks](#), [Wonderful Nurseries](#), [G3 Enterprises](#), [Viticultural Management, Inc.](#), [Longcrier & Associates](#), [Vineyard Professional Services](#), [French Camp Vineyards](#) and [Crop Production Services](#).

The 24 distinguished wineries of the Paso Robles CAB Collective are: [Adelaida Vineyards & Winery](#), [Allegretto Vineyards & Wines](#), [Ancient Peaks Winery](#), [Brecon Estate](#), [Calcareous Vineyard](#), [Cass Vineyard & Winery](#), [Castoro Cellars](#), [Chateau Margene](#), [DAOU Vineyards & Winery](#), [Eberle Winery](#), [Halter Ranch Vineyard](#), [Hearst Ranch Winery](#), [J. Lohr Vineyard & Wines](#), [JUSTIN Vineyards & Winery](#), [Niner Wine Estates](#), [Opolo Vineyards](#), [Pomar Junction Vineyard & Winery](#), [Robert Hall Winery](#), [Rotta Winery](#), [San Antonio Winery](#), [Sextant Wines](#), [The Farm Winery](#), [Treana Winery](#) and [Vina Robles Vineyards & Winery](#).

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For more information contact:

Linda Sanpei

Linda@ParkerSanpei.com

805.543.2288