



PASO ROBLES



CAB COLLECTIVE

*Cabernet & Bordeaux Wines*

— PERFECTED IN PASO ROBLES —

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.*

More than half of the acres in Paso Robles Wine Country are 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*

The contributions and collaborative nature of our winery partners are irreplaceable and each is highly valued. It is our belief that our wineries will all 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 trade, media 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.



# Media Endorsements

“...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-varietal wines compete with those from among the top growing regions across the globe”  
—*Wine Business Monthly*

“Today sees a 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 varietals 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*

“When I looked at this region 30 years ago, I thought, ‘Will the region ever know success? Is this ever going to happen?’ But it is happening. It’s really one of the most exciting areas in California.” — **Bob Bath, MS**, *The SOMM Journal*

“Paso Robles is remarkable for its consistently high standards and its stylistic variation. It impresses more people each year as its product quality consistently increases.” — **Andrew Chalk**, *The Chalk Report*





## Trade Endorsements

"I am in love with Paso. It's such a beautiful community. I will definitely come back and work hard to promote Paso wines moving forward!"

"I learned a great deal about the region and it was very helpful as we work to ensure appropriate representation on our lists. The wines were more greatly varied than expected. I also found Paso to be very approachable, unpretentious, and appealing to visit, and would not hesitate to recommend it. I should have extended the trip to get to enjoy it further, but work presses on."

"The people representing Paso Robles wines are genuine and truly care about their products, the land, the people, and their consumers. Take the time to learn the magic of this special place."

"It's a beautiful place and everyone's extremely passionate about what they do...[ the sense of community] is incredibly genuine and palpable." —**Cassandra Kessman**, *Wine Director, Blacksburg Wine Lab, Blacksburg, VA*

"For [ the producers here ] to be so dialed [ into sustainable practices ], it is really impressive. They're willing to do this because it is better for the earth; it is not necessarily the easiest choice, but they are willing to make the hard choices." —**Kate McGrath**, *Owner, The Railpenny Tavern, Brentwood, NH*

"The major takeaway I got was... how everyone helps each other out and has each other's back. I love the love that they all embrace each other. It helps me [ in that ] no matter what Paso wine we feature, I feel good about it." —**William Foster**, *General Manager, PY Steakhouse at Casino del Sol, Tuscon, AZ*

"Coming to recognize how much community there is here really speaks volumes about not only the wine that comes out of here but also the people who produce it... I think it is going to be important to translate that back to my team, who will in turn translate that back to our guests. Washington D.C. is a very international city, and while there are a lot of appreciated wine regions that people ask for... I think there's going to be a lot of gravitation toward Paso Robles. I already support it on my list, but there are so many different things where I'm like, 'How can I [incorporate] this into my by-the-glass program to introduce people to it in a more approachable way?' —**Marc Rios**, *General Manager, Food and Beverage Outlets, Marriott International/Westin Washington D.C. Downtown Hotel, Washinton D.C.*

"When we are tableside or training our teams when we are opening up someone's eyes about Paso, they're then going to tell ten, 20 more people and it's just going to expand. Who needs a \$500 Napa Cab when you can have an outstanding \$85, \$90 Paso Cab? And I am from Southern California- I can be here in three hours... So now's the time to come and explore." — **Christopher Moran**, *General Manager, Club 33, the Walt Disney Company, Anaheim, CA*

"I'm trying to...broaden horizons and let people know that Napa, Bordeaux, and Italy aren't the only areas. What I've learned in the last four days is a lifetime of learning what most people expect in their operations... I'm more excited to go back now because of the knowledge I've obtained." — **Peter Dones**, *General Manager, Morton's The Steakhouse 5th Avenue, New York, NY*

# 2025 Board of Directors

## FOUNDING MEMBERS:

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

*The remaining six board seats are elected by members.*



**Doug Filipponi**  
*Owner,*  
**Ancient Peaks Winery**  
PRCC President and  
PRCC Sponsorship Chair



**Douglas Ayres**  
*Owner,*  
**Allegretto Wines**  
PRCC Secretary



**José Alberto Santos**  
*Vice President of Enology and*  
*Viticulture, DAOU Vineyards*  
PRCC Vice President



**Gretchen Roddick**  
*Executive Vice President,*  
**Hope Family Wines**  
PRCC Treasurer and  
PRCC Marketing Co-chair



**Jessica Kollhoff**  
*Director of Hospitality and Direct*  
*Sales, J.Lohr Vineyards & Wines*



**Billy Grant**  
*Head of Business Development and*  
*Brand Partner, McPrice Myers Wines*



**Tom LeClair**  
*Head of Hospitality,*  
**JUSTIN Winery & Landmark Vineyards**  
PRCC Membership Chair



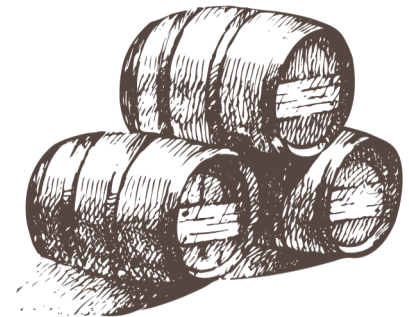
**Linda Sanpei**  
*Executive Director*



**Neeta Mittal**  
*Owner,*  
**LXV Wines**  
PRCC Marketing Committee



**Caine Thompson**  
*Managing Director, Sustainability Lead,*  
**Robert Hall Winery**  
PRCC Vit & Wine Committee Chair



# Member Wineries



ANCIENT  
PEAKS  
WINERY

BENOM



CONTINENTAL WINE  
Collection



DENNER

*dilecta*



HIGH CAMP  
WINES



Jada

J. LOHR  
VINEYARDS & WINES



LYV



Opolo



ROBERT  
HALL



# 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.*



*Request to Join the PRCC >>>*

Tax ID #: 46-1639273.

## TRADE

- CAB Camp, March 3-5, 2025
- Trade tastings and panels discussions in Paso Robles and key markets
- Alliance partnerships with destination marketing organizations and other
- Associations that bring trade to the AVA.
- Winemaker, trade and media dinners in key markets

## MEDIA

- Inclusion in media outreach and press releases
- Dedicated media outreach, pitching and coverage of the PRCC
- Curated media tours to member wineries
- Featured stories on the Paso Robles CAB Collective wineries
- Private blind tastings with media
- Alliance partnerships with destination marketing organizations and other associations that bring media to the AVA

## CONSUMERS

- Lifestyle media and influencer hosting
- Social media

## ANNUAL MEMBER AND SPONSOR EVENTS

- Iconic CABS of Paso Robles, March 11, 2025
- CAB Showdown, August 28, 2025
- Annual Harvest Celebration, November 20, 2025

## MARKETING BENEFITS

- Showcase your winery at events and tastings
- Digital Marketing
  - Presence on the digital PRCC tasting map
  - Winery profile including description, logo, hours, map location/directions, contact details and links to website, accolades, wine store, and social media accounts
  - Featured winery positioning on website home page (rotates on loading)
  - Guest social media posts
  - Event listings on PRCC's Facebook page through co-hosting
  - Presence in the Electronic Press Kit

## ADDITIONAL BENEFITS

- Member-only invitations and discounted table fees at key wine events and seminars
- Access to monthly newsletter
- Access to member and sponsor mailing lists
- Right to run for Board of Directors
- Right to be on Marketing Committee and/or Vit + Wine Committee

## MEMBERSHIP APPLICATION >>>

- Membership is limited, and requires approval by the Board of Directors
- Annual fees are based on Bordeaux varietal case production in the most recent year.
- 0-999: \$1,000 | 1,000-4,999: \$2,500
- 5,000-9,999: \$5,000 | 10,000+: \$10,000

Contact us: [pasoroblescab@parkersanpei.com](mailto:pasoroblescab@parkersanpei.com)





*Thank you*

