



PASO ROBLES



CAB COLLECTIVE

*Cabernet & Red Bordeaux Wines*

— PERFECTED IN PASO ROBLES —

2020 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, *Robert Parker’s Wine Advocate* (August 2016)

The support of our sponsor partners has been irreplaceable and each is highly valued amongst PRCC members. It is our collective belief that all of our businesses will thrive as we continue to raise the tide of recognition for the region's Cabernets and red Bordeaux varietals.

As a sponsor 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.



## 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-variatal 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 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*

# *PRCC Annual Events*

## **2020 Kick-Off Party**

*Member & Sponsor Event*

January 9, 2020

## **Wine Speak**

*Member & Sponsor Event*

January 13-16, 2020

## **CAB Camp**

*Member, Sponsor, Trade & Media Events*

March 29 - April 1, 2020

## **CAB Showdown & Sponsor Panel Presentation**

*Member & Sponsor Event*

June 4, 2020

## **Winemakers Cook-Off BBQ**

*Member & Sponsor Event*

August 8, 2020

## **Marketing Retreat**

*Member Event*

November 5, 2020

For more information on these events visit [pasoroblescab.com](https://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.*



### Doug Filipponi

*Co-owner,*  
*Ancient Peaks Winery*  
2017-2020, PRCC President



### Marcy Eberle

*Co-owner,*  
*Eberle Winery*  
2018-2019



### Cynthia Lohr

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



### Gretchen Roddick

*General Manager,*  
*Hope Family Wines*  
2020-2022



### Maeve Pesquera

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



### Damian Grindley

*Proprietor & Winemaker,*  
*Brecon Estate*  
2019-2020



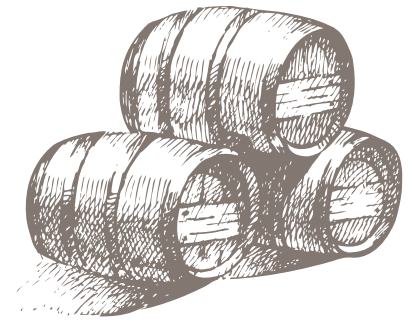
### JUSTIN Vineyards & Winery

Permanent Board Seat PRCC  
Membership Committee Chair



### Linda Sanpei

*Executive Director*  
2012- present





# 2019 Members

ADELAIDA  
VINEYARDS & WINERY



ANCIENT  
PEAKS  
WINERY



CALCAREOUS  
VINEYARD



DAOU  
VINEYARDS & WINERY



H  
HEARST  
RANCH  
WINERY

J. LOHR  
VINEYARDS & WINES



NINER  
WINE ESTATES

Opolo



ROBERT  
HALL  
WINERY

ROTTA

SAN ANTONIO  
WINERY  
ESTABLISHED 1917

Sextant

SIXMILEBRIDGE



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.*

## TRADE

- CAB Camp, March 29 - April 1
- Trade tastings and panels in Paso Robles and target markets
- Alliance partnerships with destination marketing organizations and other associations that bring trade to the AVA
- Full Circle Beverage Conference, Chicago
- SommCon, San Diego
- Winemaker, trade and media dinners in key markets
- Representation at Wine Institute

## MEDIA

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

## CONSUMERS

- Video at SLO airport kiosks
- Lifestyle media hosting
- Winemakers. Cookoff sponsorship, August 8

## ADVERTISING

- PRCC advertising in key industry publications/websites

## 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 blog posts
  - Guest social media posts and social media takeovers
  - Event listings on PRCC's Facebook page through co-hosting
  - Presence in the Electronic Press Kit

## MEMBER SAVINGS

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

## ADDITIONAL BENEFITS

- Access to monthly e-newsletter
- Access to member and sponsor mailing lists
- Right to run for Board of Directors
- Right to be on marketing committee
- Invitation to Annual Kick-Off Party, January 9
- Invitation to CAB Showdown & Sponsor Panel Presentation, June 4
- Participation in Annual Marketing Retreat, November 5



## 2020 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				



# 2020 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 RED BORDEAUX CASE PRODUCTION BOTTLED IN 2019	
IMAGES NEEDED	(1) Winery logo, (2) Winemaker, (3) Winery, (4) 2-3 iconic images, (5) bottle shot of top wine. Email to <a href="mailto:concierge@pasoroblescab.com">concierge@pasoroblescab.com</a>
YOUR STORY* (75 words max)	
YOUR TASTING EXPERIENCE* (75 words max)	

\*Or email to [concierge@pasoroblescab.com](mailto:concierge@pasoroblescab.com)

# 2020 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, 2020). Remainder due July 1, 2020.**  
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 IN 2019 HARVEST

TOP FOCUS WINES (> 75% BORDEAUX VARIETAL)	CASES BOTTLED IN 2019	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?

--

## 2020 MEMBERSHIP FEE: JANUARY 1 - DECEMBER 31, 2020

2020 MEMBERSHIP FEES ARE BASED ON RED BORDEAUX VARIETAL CASE PRODUCTION IN 2019

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 and a body of water under a sunset sky with orange and blue hues. The text "Thank you" is overlaid in the center in a white, italicized font.

*Thank you*