

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.



## 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-varietal 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*

*“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*

# 2023 Board of Directors

## FOUNDING MEMBERS:

*DAOU Family Estates*  
*J. Lohr Vineyards & Wines*  
*JUSTIN Vineyards & Winery*  
*ADELAIDA Cellars*  
*Chateau Margene*  
*Eberle Winery*  
*Halter Ranch Vineyard*  
*Vina Robles Vineyards & Winery*

## PERMANENT BOARD SEATS:

*DAOU Family Estates*  
*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



**Steve Peck**  
*Director of Winemaking,*  
*J. Lohr Vineyards & Wines*  
PRCC Sponsor Co-chair



**Gretchen Roddick**  
*General Manager,*  
*Hope Family Wines*  
PRCC Treasurer and  
PRCC Marketing Co-chair



**Maeve Pesquera**  
*Senior Vice President,*  
*Strategy and Business Development,*  
*DAOU Family Estates*  
PRCC Vice President and  
PRCC Marketing Chair



**Stephen Glunz**  
*General Manager,*  
*Glunz Family Winery & Cellars*  
PRCC Membership Co-chair



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



**Linda Sanpei**  
*Executive Director*



**Neeta Mittal**  
*Owner,*  
*LXV Wines*



**Caine Thompson**  
*Managing Director, Sustainability Lead,*  
*Robert Hall Winery*





# Member Wineries



# CAB Collective Membership Benefits

*Yes! We want to become  
members of the Paso Robles  
CAB Collective!*

*Request to Join the PRCC >>>*

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*Open to wineries that produce Cabernet  
and 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.*

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Tax ID #: 46-1639273.

## TRADE

- CAB Camp, March 6-9, 2023
- 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 hosting
- Social media

## PRCC MEMBER EVENTS

- Annual Kick-Off Reception, January 19
- Annual Awards Celebration, March 23
- CAB Showdown & Panel Discussion, August 30
- Annual Harvest Celebration, November 16
- Annual Marketing Retreat

## 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
- [Click here](#) to fill out the membership request form. Contact [pasoroblescab@parkersanpei.com](mailto:pasoroblescab@parkersanpei.com) with any questions.





*Thank you*