



PASO ROBLES



CAB COLLECTIVE

Cabernet & Red Bordeaux Wines

— PERFECTED IN PASO ROBLES —

AFFILIATE 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.

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-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*

2022 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*
PRCC President



Douglas Ayres

*Owner,
Allegretto Vineyards & Wines*
PRCC Secretary



Steve Peck

*Director of Winemaking,
J. Lohr Vineyards & Wines*
PRCC Vice President



Gretchen Roddick

*General Manager,
Hope Family Wines*
PRCC Treasurer



Maeve Pesquera

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



Stephen Glunz

*Winemaker,
Glunz Family Winery & Cellars*



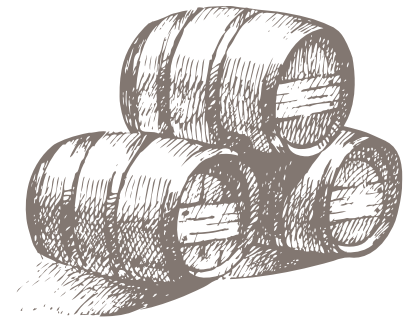
Tom LeClair

JUSTIN Vineyards & Winery
PRCC Membership Committee Chair



Linda Sanpei

Executive Director



Members

ADELAIDA
VINEYARDS & WINERY



ANCIENT
PEAKS
WINERY



CALCAREOUS
VINEYARD




DAOU
VINEYARDS & WINERY



J. LOHR
VINEYARDS & WINES



NINER
WINE ESTATES

Opolo



SAN ANTONIO
WINERY
ESTABLISHED 1917

Sextant

SIXMILEBRIDGE



TREANA



PRCC Annual Events

2022 Kick-Off Party

Member & Sponsor Event

January 20, 2022

CAB Camp

Member, Sponsor, Trade & Media Events

March 20 - 23, 2022

New Release Celebration

Member & Sponsor Event

May 12, 2022

CAB Showdown & Sponsor Panel Presentation

Member & Sponsor Event

August 25, 2022

Marketing Retreat

Member Event

October 2022

Annual Harvest Celebration

Member & Sponsor Event

November 17, 2022

All dates subject to change.
Please refer to the website at pasoroblescab.com for the latest information.





2022 Affiliate Membership Benefits

	Texas Tackle Sponsor	Cabernet Sponsor	Meritage Sponsor	Merlot Sponsor	Cab Franc Sponsor	Malbec Sponsor	Petit Verdot Sponsor
	\$15,000	\$25,000	\$15,000	\$10,000	\$5,000	\$2,500	\$1,000

Sponsorship Options with Special Recognition

Texas Tackle Title Sponsor	◆						
Annual Title Sponsor of the PRCC		◆					
Branding & recognition at PRCC events	All Events	All Events	Kick Off	CAB Camp			
Display your brand at the annual CAB Shootout & Harvest Celebration	◆	◆	◆				
"Sponsored by" company logo on PRCC email signature	◆	◆	◆	◆	◆	◆	◆

Marketing & Branding Opportunities

Potential for in-store displays in target TX markets	◆						
Brand recognition on all TX promotional materials	◆						
Curated gifts & boxes for outreach to TX trade & media	◆						
Branding at TX winemaker dinners	◆						
Branding at TX panel discussion & tastings	◆						
Company logo on TX event lanyards	◆						
Company logo on 2022 event lanyards		◆					
Top billing on PRCC website		◆					

Panel seat at CAB Shootout		◆	◆	◆	◆		
Access to member contact details	◆	◆	◆	◆	◆	◆	
Curated content for PRCC social media	8 posts	8 posts	6 posts	4 posts	3 posts	2 posts	
Curated blog posts on PRCC website	4 posts	4 posts	3 posts	2 posts	2 posts	1 post	
Feature in PRCC monthly newsletter	◆	◆	◆	◆	◆	◆	
Network with winery principals & winemakers at events	◆	◆	◆	◆	◆	◆	◆
Recognition in electronic press kit	◆	◆	◆	◆	◆	◆	◆
Logo on PRCC website with link to homepage	◆	◆	◆	◆	◆	◆	◆
Logo on PRCC monthly newsletter	◆	◆	◆	◆	◆	◆	◆
Brand recognition	All Material	All Material	All Material	Press Releases	Press Releases	Press Releases	Press Releases
Logo inclusion in PRCC Annual Report	◆	◆	◆	◆	◆	◆	◆

Special Events Access*

Annual Kick Off Party, JUSTIN Winery, January 20	8 tickets	8 tickets	6 tickets	6 tickets	4 tickets	2 tickets	2 tickets
New Release Party, May 12	1 on 1	1 on 1	1 on 1	1 on 1	1 on 1	4 tickets	2 tickets
CAB Shootout & Panel Discussion, August 25	12 tickets	12 tickets	10 tickets	8 tickets	6 tickets	4 tickets	2 tickets
Harvest Celebration, November 17	10 tickets	10 tickets	8 tickets	8 tickets	6 tickets	4 tickets	2 tickets
Private lunch with member of the Board of Directors	◆	◆	◆				

Additional Member Benefits

Stay at the Allegretto Vineyard Resort	4 nights	6 nights	4 nights				
500-750 word article feature in <i>Tasting Panel Magazine</i>	◆	◆					
Customizable sponsorship opportunities	◆	◆	◆	◆			
Tasting Passports redeemable at PRCC member wineries	10	10	8	6	4	2	1
Curated winery tours for your clients	◆	◆					

*Event dates are speculative and subject to change or be modified to comply with State and County guidelines.

Affiliate Membership Registration

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. **Tax ID #: 46-1639273.**

This page may be emailed to
concierge@pasoroblescab.com

YES, we want to be an affiliate member of the Paso Robles CAB Collective

SPONSORSHIP LEVEL (Check One)

Cabernet \$25,000

Meritage \$15,000

Merlot \$10,000

Cab Franc \$5,000

Malbec \$2,500

Petit Verdot \$1,000

Enthusiast (in-kind) _____

COMPANY NAME _____

WEBSITE _____

	PRIMARY CONTACT	LOCAL CONTACT	BILLING CONTACT
NAME			
TITLE			
PHONE			
EMAIL			
MAILING ADDRESS			

EMAIL A COPY OF YOUR LOGO IN .EPS, .JPG OR .PNG FORMAT TO CONCIERGE@PASOROBLESCAB.COM

SIGNATURE _____ DATE _____

Please send check to: Paso Robles CAB Collective, 3940-7 Broad Street #301, San Luis Obispo, CA 93401

Benefits initiated upon receipt of payment

A photograph of a vineyard at dusk or dawn. In the foreground, rows of grapevines are visible, with clusters of dark blue grapes hanging from the vines. The ground is covered in dry leaves and soil. In the background, a valley stretches out, showing rolling hills and a small town. The sky is filled with soft, colorful clouds in shades of blue, orange, and yellow.

Thank you