



PASO ROBLES



CAB COLLECTIVE

Cabernet Sauvignon & Red Bordeaux Varietals

- PERFECTED IN PASO ROBLES -

TITLE SPONSOR

The Paso Robles CAB Collective would like to give special thanks to our title sponsor, Smurfit Kappa for their continued support. [Click here to watch their inspirational video](#) on sustainability through Better Planet Packaging.



 **Smurfit Kappa**
Open the future

MISSION

The mission of the PRCC is to educate media, trade and consumers on the quality of Cabernet Sauvignon and red Bordeaux varietals produced in Paso Robles, and to promote the varietals themselves, as well as the global marketing of Cabernet Sauvignon and red Bordeaux varietals from Paso Robles.

VISION

The PRCC 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 trade, media, and consumers worldwide.



WHO WE ARE

A close-up photograph of a hand holding a wine glass filled with red wine. The hand is positioned over a white paper bag that features a large, abstract, circular design in shades of red and purple. The background is dark and out of focus. The text "2019: A YEAR OF SUCCESS" is overlaid in white, bold, serif font across the middle of the image, flanked by two horizontal white lines.

2019: A YEAR OF SUCCESS

MEASURABLE CAB GROWTH



The Paso Robles CAB Collective conducted an analysis of the U.S. Department of Agriculture's California Grape Acreage Report, 2018 Crop (released April 2019) and found the following results for the Paso Robles region:

THE STATISTICS



Cabernet Sauvignon

Cabernet Sauvignon makes up **74%** of all red Bordeaux plantings in Paso Robles



Red Bordeaux

In 2018, Paso Robles accounted for **14%** of the state's total red Bordeaux acres planted



Overall

The Paso Robles AVA is now the **2nd largest grower** of Cabernet Sauvignon in California

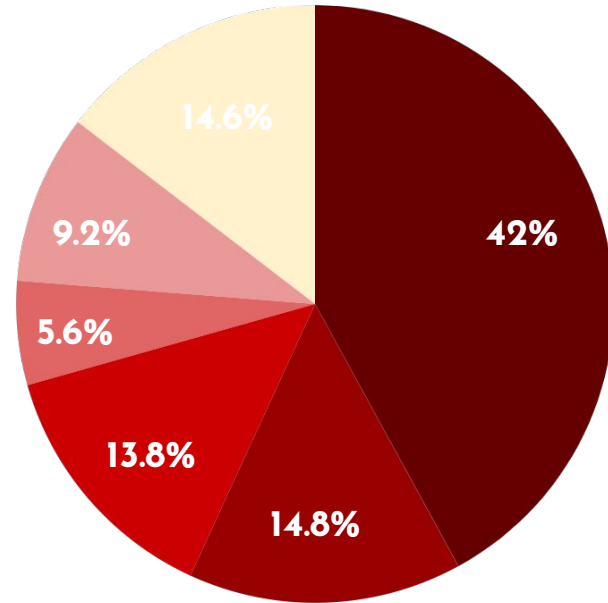
TOTAL COUNTY ACREAGE

- Cabernet Sauvignon
- Red Bordeaux - other
- Red Rhônes
- Zinfandel
- Reds - all other
- Whites - all

Cabernet Sauvignon accounts for **42%** of all planted acreage.

Cumulatively, CAB varieties account for **57%** of the region's plantings.

ACRES PLANTED BY VARIETY IN PASO ROBLES (SLO COUNTY) 2018





CAB IS FIRMLY KING IN PASO ROBLES

Paso Robles is a leading force in Cabernet Sauvignon and red Bordeaux varietals

Paso Robles is undeniably a CAB centered region

The role the PRCC plays in marketing CAB could not be more important or relevant

59

Articles written

CAVIAR AFFAIR

CELEBRATING WORLDLY INDULGENCES & LUXURY LIVING

THE SACRAMENTO BEE

2019

MEDIA

COVERAGE

23

Media & influencers hosted

21,347,904

Total earned impressions



THE TRIBUNE

THE COAST NEWS GROUP

THE COAST NEWS | THE RANCHO SANTA FE NEWS | THE INLAND EDITION

Wine Spectator

Los Angeles Times

ARIZONA Golfer

Arizona's Oldest Statewide Golf Newspaper



Winetraveler

THE EPOCH TIMES

Robb Report

MONEY

SR

The Fresno Bee

A close-up photograph of a person's hands pouring red wine from a dark glass bottle into a snifter glass. The person is wearing a blue denim shirt and a white apron. The background is blurred, suggesting an outdoor setting. A white horizontal line is positioned above the text, and another white horizontal line is positioned below the text, both extending across the width of the image.

2019 EVENTS & PROGRAMS

CAB CAMP

2019



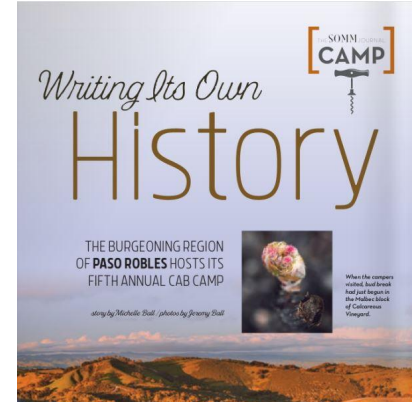
38

... sommeliers & top wine buyers from seven different states



23

... member winery visits, comprised of insightful panel discussions, tastings, vineyard tours, and stunning dinners



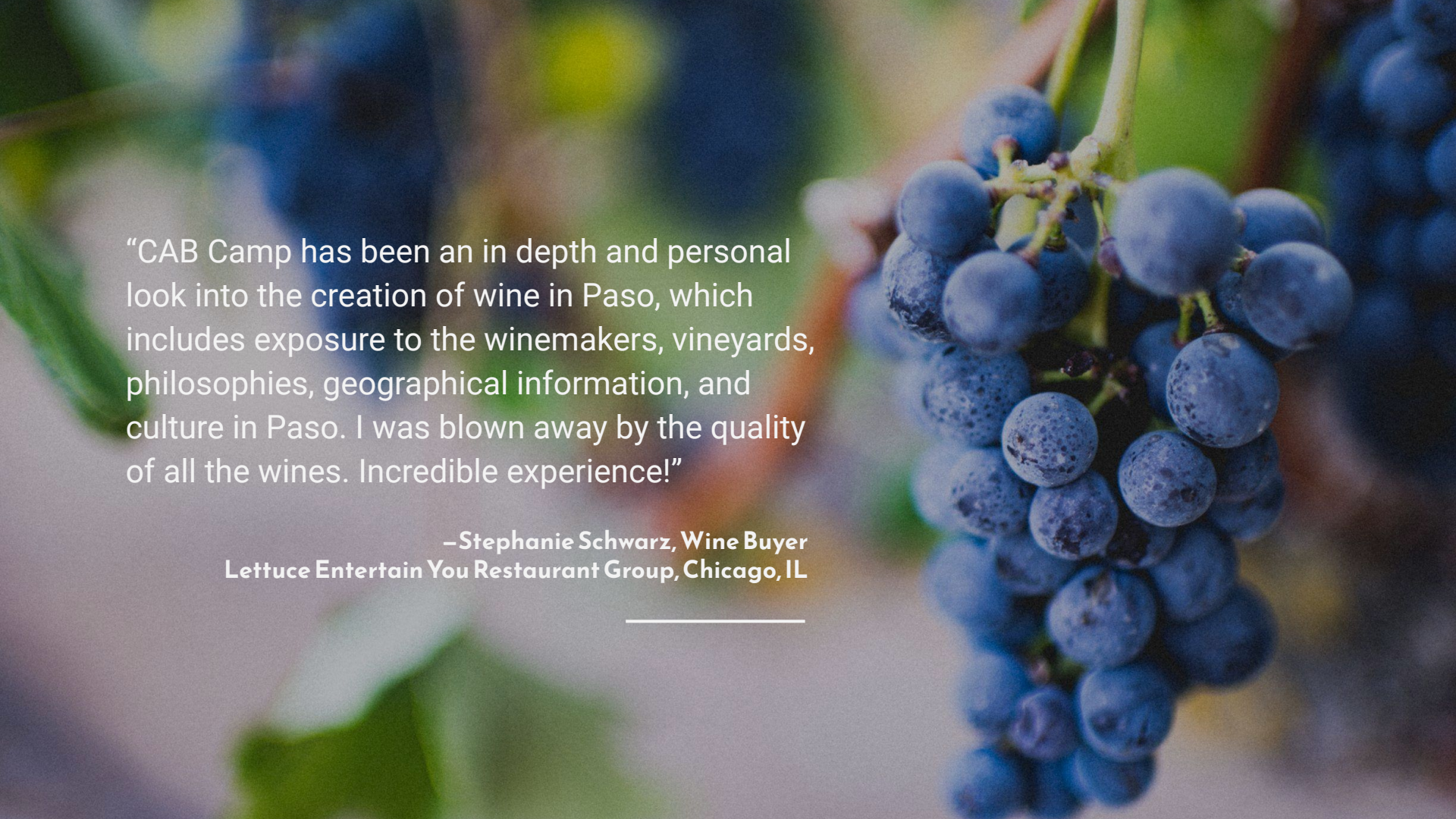
8

... page feature story on CAB Camp in the June/July issue of *Tasting Panel Magazine*

“Getting to know these wineries and fellow attendees was truly memorable. Being exposed to a young region with innovative winemaking styles was incredible to experience, placing Paso Robles in a league of its own.”

—**Scott Taylor, Beverage Director**
Harris' Restaurant, San Francisco, CA





“CAB Camp has been an in depth and personal look into the creation of wine in Paso, which includes exposure to the winemakers, vineyards, philosophies, geographical information, and culture in Paso. I was blown away by the quality of all the wines. Incredible experience!”

—Stephanie Schwarz, Wine Buyer
Lettuce Entertain You Restaurant Group, Chicago, IL

EDUCATION SERIES



CalPolyPomona

The Collins College of
Hospitality Management

UNLV

WILLIAM F. HARRAH
College of
HOTEL
ADMINISTRATION



PRCC presented to over 200 students
in 2019:

*"Learned that ageing and structure are
key"*

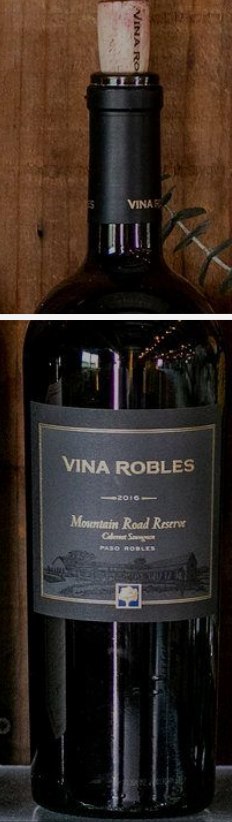
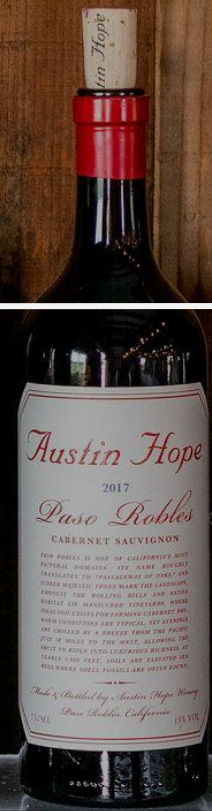
*"A memorable and fantastic wine
tasting!"*

*"I never knew soil and climate were so
important for growing grapes."*

*"The Paso Robles Cabernet Sauvignon
has made me realize how much I like
wine!"*

*Special thanks to our presenters,
Jim Gerakaris, JUSTIN Vineyards &
Winery and Kristin Muhly, Ancient
Peaks Winery*

2020 GOALS & STRATEGY



2020 MARKETING INITIATIVES



Speaking Opportunities

Wine Speak
Society of Wine
Educators
SommCon San Diego



Marketing Tools

Website
Marketing Materials
Digital Media Kit



Outreach

Press Releases
Media Pitches
Desk Sides in Key Markets
SATW & BATW



CAB Camp 2020

March 29 - 31, 2020
Attendees from across
the country for a 3-day
immersion into CAB



Grant Applications

CDFA Block Crop Grant
\$450K | IL, NY, VA
USDA Value-Added Producers
\$250K | TX



Video Series

[Click to view our latest videos](#)

2020 SPONSOR | MEMBER INITIATIVES



Wine Speak

January 13-15, 2020
CAB Panel Discussion

Wines of the World
Grand Tasting



CAB Camp Events

March 29 - 31, 2020
Sponsor involvement in
Grand Tasting and
winemaker dinners



CAB Showdown

June 4, 2020
Sponsor panel
discussion & global CAB
tasting



Winemaker's BBQ

August 8, 2020
Sponsor and winemaker
festivities and
networking



CAB Passport

Access to
complimentary tastings
& exclusive pricing at
member wineries



Digital Promotion & Branding

Social media takeovers
Guest blogs
Content promotion

2020 EVENTS AT A GLANCE



1/9 **Kick-Off Party**
Member & Sponsor Event

1/13 - 1/15 **Wine Speak**
Member & Sponsor Event

3/29 - 4/1 **CAB Camp 2020**
Member, Sponsor, Trade & Media Events

6/4 **CAB Showdown & Sponsor Panel
Presentation**
Member & Sponsor Event

8/8 **Winemakers Cook-Off BBQ**
Member & Sponsor Event

11/5 **Marketing Retreat**
Member Event

For the latest update on Member and Sponsor events, visit the [Events page of our website](#).



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Crafting Partnerships



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Allegretto

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TRICORBRAUN[®]
winepak



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AUTO CENTER
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SYLVAIN GROUPE



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& ASSOCIATES
Certified Public Accountants, LLP



BOARD OF DIRECTORS

Doug Filippini

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

Cynthia Lohr

Co-owner, J. Lohr Vineyards & Wines
Permanent Seat
PRCC Vice President

Maeve Pesquera

Senior VP, DAOU Vineyards & Winery
Permanent Seat
PRCC Marketing Committee Chair

Maria Kelly

Dir. Community Affairs, JUSTIN Vineyards & Winery
Permanent Seat
PRCC Membership Committee Chair

Damian Grindley

Proprietor/Winemaker, Brecon Estate
2019-2020

Doug Ayres

Owner, Allegretto Vineyards & Wines
2020-2021

Gretchen Roddick

General Manager, Hope Family Wines
2018-2020

Linda Sanpei

Executive Director
2012-present