

Press Release

Paso Robles CAB Collective Builds Continued Momentum with New Leadership

Powerhouse Additions to PRCC Board, Adding Industry Leaders to Support Growing Mission

by [Paso Robles CAB Collective](#)

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PASO ROBLES, Calif., (June 6, 2025) -- The Paso Robles CAB Collective (PRCC) proudly announces its 2025 Board of Directors, featuring several notable new appointments to its dynamic non-profit organization. Established in 2012, the PRCC continues to champion the quality and character of Cabernet Sauvignon and Bordeaux varietals from the Paso Robles AVA, promoting the region to trade and media on both national and international stages.

The 2025 Board welcomes four new directors, each bringing valuable experience, insight, and a shared passion for elevating Paso Robles as a world-class wine region. This diverse leadership team will play a key role in steering the organization's strategic initiatives, educational programming, and outreach efforts.

New Board Directors, listed in alphabetical order, include:

- Neil Cassidy, Chief Value Officer, Treasury Wine Estates, DAOU Vineyards – 2025 PRCC Treasurer
- Billy Grant, Head of Business Development and Brand Partner, McPrice Myers Wines – 2025 PRCC Vice President
- John Holder, Senior Vice President of Wine Sales at JUSTIN Vineyards & Winery, Lewis Cellars, and Landmark Vineyard
- Jessica Kollhoff, Director of Hospitality and Direct Sales, J. Lohr Vineyards & Wines – 2025 PRCC Sponsorship Chair and Membership Co-Chair

“The PRCC’s continued success lies in the strength of our leadership and the collaborative spirit of our member wineries and sponsors,” said PRCC Board President Doug Filipponi. “We are excited to welcome these new voices and perspectives as we continue to raise the profile of Paso Robles Cabernet and Bordeaux varietals. Together with Linda Sanpei serving as Executive Director, this diverse leadership team brings a wealth of expertise and vision to the collective.”

The returning PRCC Board of Directors, listed in alphabetical order, includes:

- Douglas Ayres, Proprietor, Allegretto Wines – 2025 PRCC Secretary
- Doug Filipponi, Owner, Ancient Peaks Winery – 2025 PRCC President
- Neeta Mittal, CEO, LXV Wine – 2025 PRCC Membership Chair
- Gretchen Roddick, Executive Vice President, Hope Family Wines
- Caine Thompson, Managing Director, Robert Hall Winery – 2025 PRCC Viticulture, Winemaking & Sustainability Committee Chair

The distinguished members of the Paso Robles CAB Collective are: Allegretto Wines, Ancient Peaks Winery, Brecon Estate, Calcareous Vineyard, Cass Vineyard & Winery, Castoro Cellars, Chateau Margene, Continental Wine Collection, Copia Vineyards and Winery, DAOU Family, Dilecta Wines, Estates, Eberle Winery, Glunz Family Winery & Cellars, Hearst Ranch Winery, High Camp Wines, Hope Family Wines, J. Lohr Vineyard & Wines, JUSTIN Vineyards & Winery, LXV Wine, McPrice Myers Wines, Opolo Vineyards, Pomar Junction Vineyard & Winery, Rava Wines, Riboli Family Wines, Robert Hall Winery, and Vina Robles Vineyards & Winery

The sponsors of the Paso Robles CAB Collective are: Title Sponsor: Bay Cities Packaging, Grapevine Capital, Filipponi & Thompson Drilling, The Somm Journal and The Tasting Panel Magazine, Allegretto Vineyard Resort, Wine Business Monthly, Agrovin, AgWest Farm Credit, Bank of Sierra, Borjon Auto Center, The Bottle Meister, Cork Supply, Enartis, Fiji Water, Glenn Burdette, Saver Glass, Saxco International, TriCorBraun, Demptos Napa Cooperage, Encore Glass, ETS Laboratories, H&A Barrel Management, Itek Wine, Martinez Farming, Patricia Diane Vineyards, Sanitary Stainless Welding, Seguin Moreau, Tastry, Tonnellerie Ô, Vintrace, Wine Direct, Wine Shipping; Vicard Generation 7, G2 Vineyards, Oneofrance, Amorim Cork, G3, Laffort, Lafitte Cork & Capsule, Longcrier & Associates, MASilvaUSA, Miller Family Wine Company, Moss Adams, Paso Robles Tank, Peltier Glassworks, Vineyard Professional Services, Wonderful Nurseries, ATP Group, Hunter Ranch Golf Course and TN Coopers.

About Paso Robles CAB Collective

Formed in 2012, the Paso Robles CAB (Cabernet and Bordeaux) Collective (PRCC) is an independent collaborative effort of leading Paso Robles growers and producers of Cabernet and red Bordeaux varietals specific to the Paso Robles AVA in California. The PRCC strives to promote to trade, media, and consumers the full potential of the Paso Robles region in producing superior quality, classic, and age-worthy Cabernet and red Bordeaux varietals that compete on a global stage. For more information, please visit pasoroblescab.com