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## Paso Robles CAB Collective Builds Continued Momentum with New Leadership.

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***Breaking News from Paso Robles Powerhouse Additions to PRCC Board.***

*/ by trglv*

***Formed in 2012, the Paso Robles CAB (Cabernet and Bordeaux) Collective (PRCC) is an independent collaborative effort of leading***

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***Paso Robles growers and producers of Cabernet and red Bordeaux varietals specific to the Paso Robles AVA in California. They promote trade, media, and consumers to the full potential of the Paso Robles region producing superior quality, classic, and age-worthy Cabernet and red Bordeaux varietals that compete on a global stage***



***The Paso Robles CAB Collective (PRCC) Just announced 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.***

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***The current 2025 Board added 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 is expected to 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***

***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."***



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

***Douglas Ayres, Proprieter, 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***