



New leadership aims to promote local Cabernet Sauvignon and Bordeaux varietals

– The [Paso Robles CAB Collective](#) announced its Board of Directors on June 3, welcoming several new leaders to the nonprofit organization dedicated to promoting the quality of Cabernet Sauvignon and Bordeaux varietals from the Paso Robles region.

The Paso Robles CAB Collective, founded in 2012, aims to elevate the profile of Paso Robles as a premier wine-producing area by engaging trade and media at national and international levels.

The PRCC Board includes four new directors: Neil Cassidy, chief value officer at Treasury Wine Estates and DAOU Vineyards, will serve as treasurer; Billy Grant, head of business development and brand partner at McPrice Myers Wines, will serve as vice president; John Holder, senior vice president of wine sales at JUSTIN Vineyards & Winery, Lewis Cellars and Landmark Vineyard; and Jessica Kollhoff, director of hospitality and direct sales at J. Lohr Vineyards & Wines, will serve as 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 Paso Robles CAB Collective 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.”

Returning board members include Douglas Ayres, proprietor of Allegretto Wines, serving as secretary; Doug Filipponi, owner of Ancient Peaks Winery, serving as president; Neeta Mittal, CEO of LXV Wine, serving as membership chair; Gretchen Roddick, executive vice president of Hope Family Wines; and Caine Thompson, managing director of Robert Hall Winery, serving as viticulture, winemaking and sustainability committee chair.

Member wineries of the Paso Robles CAB Collective include: 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 Vineyards & 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 Paso Robles CAB Collective promotes the region’s Cabernet Sauvignon and Bordeaux varietals by fostering collaboration among local growers and producers.