



FOR IMMEDIATE RELEASE

Paso Robles CAB Collective Garner Acclaim for Cabernet and Red Bordeaux Varietals
CABs of Distinction Expands to Five-day Event

March 25, 2014 (Paso Robles, Calif) – The **Paso Robles CAB** (Cabernet and Bordeaux) **Collective** (PRCC) announced details for its second annual **CABs of Distinction** events, **April 22 - 26, 2014**.

After the success of the inaugural CABs of Distinction event (launched last year to celebrate and promote Cabernet Sauvignon and red Bordeaux varietals produced in Paso Robles, California) and the increased exposure and credibility from Paso Robles being named Wine Region of the Year by *Wine Enthusiast Magazine*, the PRCC has geared up for even more exciting events in 2014. The CABs of Distinction events will take place in locations across the Paso Robles AVA with enhanced sommelier, media, trade and consumer experiences.

The five-day event begins with the first annual **CAB Camp, April 22-24**. In collaboration with *The SOMM Journal*, the PRCC has developed a three-day, comprehensive and educationally-focused tour that will explore Cabernet and red Bordeaux varietals in Paso Robles. The 20 select sommeliers and key wine buyers will gain in-depth knowledge of the promise of these varietals from the Paso Robles AVA (American Viticulture Area). The behind-the-scenes educational experiences will include component tastings, analysis of clonal selections, barrel tastings, vineyard tours, *En Primeur* barrel tasting of the 2013 vintage, current vintage tastings, a Library/Rare and Reserve tasting that will show the ageability of these wines, winemaker dinners, a zip-line tour over vineyards, and more.

Media- and trade-only events will be held **April 23-25**. The PRCC has made complimentary tickets available for qualified media and trade to attend educational events that will shed light on the true potential of Cabernet and red Bordeaux varietals from Paso Robles. The non-profit association of 28 winery members will host: *En Primeur* barrel tasting from the as-yet-unreleased 2013 vintage at 3:30 p.m. followed by a tasting of all current vintage red Bordeaux varietal wines on April 23 in the Paso Robles Inn Ballroom. The following day will include a vintner panel discussion at 10 a.m. moderated by Matt Kettmann, contributing editor of *Wine Enthusiast* and senior editor of *Santa Barbara Independent*. The afternoon will then transition to the Library/Rare and Reserve tasting

beginning at 2:30 p.m. after lunch. Friday, April 25 will consist of self-directed events at member wineries and winemaker dinners in the evening.

Access to the media- and trade-only events can be requested by emailing info@pasoroblescab.com

Consumer-focused events will take place **April 25-26**. These two days will showcase spectacular quality wines from producers of world-class Cabernet Sauvignon and red Bordeaux varietals. The weekend begins on Friday with wineries hosting various events throughout the day and winemaker dinners at wineries and in Paso Robles' most sought-after restaurants at night.

The **CABs of Distinction Gala** on Saturday will be held at River Oaks Hot Springs in Paso Robles and will include tastings of 32 wineries (28 member wineries and four invited garagiste producers), each thoughtfully paired with artisanal cheese or charcuterie. Enjoy complimentary decadent catered lunches provided by notable Paso Robles restaurants and caterers (Robert's Restaurant, Crush Catering and Avant-Garde Experience), chocolate tastings, live music, a barrel-making demonstration, and more.

Luxury VIP ticket holders will start the day with an intimate private vintner-hosted reception and lunch at Thomas Hill Organics in downtown Paso Robles at 11 a.m. The indulgent multi-course menu will be paired with select Cabernet and red Bordeaux wines creating a palate experience like no other. After lunch, enjoy complimentary shuttle service to the event site where you will be the first to arrive and taste through member renowned reserve wines at 1 p.m. VIP guests will have private access to a VIP Lounge throughout the day, and continued access to the Gala from 2-5 p.m.

Premium-Reserve VIP tickets are also available for early entry to the Reserve Tasting at 1 p.m., access to the VIP Lounge throughout the day, as well as full access to the Gala.

Tickets for the CABs of Distinction Gala event can be purchased at www.pasoroblescab.com. The website includes member winery details and contact information, trade tools and the PRCC blog with extended member features, harvest reports and other news.

The PRCC is delighted to announce this year's sponsors, without whom CABs of Distinction would not be possible: **Smurfit Kappa Orange County / Orange County Container Group** (Title Sponsor); **The Tasting Panel Magazine**; **Paso Robles Wine Country Alliance**; **The SOMM Journal**; **Bruni Glass**; **Enartis Vinquiry**; **Golden State Overnight**; **Cellotape / Landmark Label**; **Saxco**; **Demptos**; **Martinez Farm Labor**; **Portocork**; **Tonnellerie/Leroi**; **Farm Credit West**; **Lafitte Cork & Capsule**; **Umpqua Bank**; **The Blueprinter**; **Fiji Water**; **The Tasting Room with Tom Leykis**; **KRUSH Radio**; **Butlerz Events**; **Cal Poly University**; **La Quinta Inn & Suites**; **The Oaks Hotel**; **Courtyard Marriott**, **Paso Robles Inn**.

Members of the PRCC to date include ADELAIDA Cellars, Ancient Peaks Winery, B&E Vineyard, Bon Niche Cellars, Calcareous Vineyard, Cass Vineyard & Winery, Chateau Margene, Clautiere Vineyard, DAOU Vineyards & Winery, Eberle Winery, Halter Ranch Vineyard, Hammersky Vineyards, Hunt Cellars, J. Lohr Vineyards & Wines, Jada Vineyard & Winery, JUSTIN Vineyards & Winery, Le Cuvier Winery, Le Vigne Winery, Opolo Vineyards, Parrish Family Vineyards, Peachy Canyon Winery, Pomar Junction Vineyard & Winery, Record Family Wines, Red Soles Winery, Robert Hall Winery, Sextant Wines, Villa San-Juliette Vineyard & Winery, and Vina Robles

ABOUT THE 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 Bordeaux varietals specific to the Paso Robles AVA in California. The PRCC strives to promote the full potential of the Paso Robles region in producing superior quality, classic and age-worthy Cabernet and red Bordeaux varietals that compete with like varietals on a global stage to consumers and media worldwide. For more information, please visit www.pasoroblescab.com.

#

CONTACT: Linda Sanpei / Kyndal Kennedy
Parker Sanpei
Linda@ParkerSanpei.com / Kyndal@ParkerSanpei.com
805.543.2288