



FOR IMMEDIATE RELEASE

Paso Robles CAB Collective Revved Up and Ready for 2014 CABs of Distinction
Increased Regional Interest Drives Reach and Education with Additional CABs of Distinction Trade and Consumer Events

January 8, 2014 (Paso Robles, Calif) – The **Paso Robles CAB Collective** (PRCC) recently announced the dates, venues and new format for its second annual **CABs of Distinction** event.

After the success of the inaugural CABs of Distinction event (launched last year to celebrate and promote Cabernet Sauvignon and red Bordeaux wines produced in Paso Robles, California) and the increased momentum 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. Set for **April 22 through 26, 2014**, CABs of Distinction events will take place in locations across the Paso Robles AVA with enhanced sommelier, media, trade and consumer experiences.

Sommelier Events

The first-ever CAB CAMP is a three-day, all-inclusive opportunity for 20 sommeliers and key buyers to go in-depth with the Paso Robles AVA.

- Tuesday, April 22: Vineyard and winery tours of PRCC member properties, a winery-hosted lunch at Vina Robles, and a tasting and dinner at DAOU Vineyard & Winery.
- Wednesday, April 23: Vineyard and winery tours, a winery-hosted lunch at ADELAIIDA and an *En Primeur* tasting at the Paso Robles Inn Ballroom with barrel tastings from the as-yet-unreleased 2013 vintage, followed by winery-hosted dinners across the Paso Robles AVA.
- Thursday, April 24: A vintner panel discussion, opportunities for lunch with PRCC member wineries and a library/rare and reserve tasting will be followed by a barbecue at JUSTIN Vineyards & Winery.

Media & Trade Events

- Wednesday, April 23: *En Primeur* tasting at the Paso Robles Inn Ballroom with barrel tastings from the as-yet-unreleased 2013 vintage, followed by winery-hosted dinners across the Paso Robles AVA.

- Thursday, April 24: A vintner panel discussion, opportunities for lunch with PRCC members throughout Paso Robles and a Library/Rare and Reserve tasting at the Paso Robles Inn Ballroom, followed by a barbecue at JUSTIN Vineyards & Winery.
- Friday, April 25: PRCC members will be hosting various events throughout the day. This is an open day for self-directed vineyard tours. Wineries will also be hosting winemaker dinners at wineries and in Paso Robles' most sought-after restaurants.

Consumer Events

- Friday, April 25: PRCC members will be hosting various events throughout the day. This is an open day for self-directed vineyard tours. Wineries will also be hosting winemaker dinners at wineries and in Paso Robles' most sought-after restaurants.
- Saturday, April 26: The CABs of Distinction Gala will be held at River Oaks Hot Springs in Paso Robles and will include tastings of PRCC member wines paired with artisanal cheese and Charcuterie chosen by Fromager Zina Miakinkova. Decadent catered lunches will be provided by notable Paso Robles restaurants and caterers (Robert's Restaurant, Crush Catering and Avant-Garde Experience) and will be served in the CAB Bistro; chocolate tastings, live music, a barrel-making demonstration and glass etching will also be included. Luxury VIP tickets are available to attend an exclusive panel discussion, enjoy a multi-course gourmet lunch provided by Thomas Hill Organics and continuous access to the VIP Lounge where desserts and drinks will be available throughout the day. Premium-Reserve VIP tickets are available for entry to an Early Access tasting as well as access to the VIP Lounge throughout the day.

Steve Heimoff of *Wine Enthusiast*, who moderated the inaugural event had this to say about Paso Robles' Cabernet, "No disrespect to Napa, but it never made much sense to me that one region, and one only, could excel at a particular varietal, in this case Cabernet Sauvignon...and [I] am ready to declare for Paso Robles Cabernet." Heimoff was echoed in sentiment by *Santa Barbara Independent's* Matt Kettman, who titled a review of the inaugural event as this: "Resetting Radar on Paso Cab: New Collective Reminds Region, World of Roots, Future."

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

Members of the PRCC to date include **ADELAIDA Cellars, Ancient Peaks Winery, B & E Vineyard, Calcareous Vineyard, Chateau Margene, DAOU Vineyards & Winery, Eberle Winery, HammerSky Vineyards, Hunt Cellars, J. Lohr Vineyards & Wines, Jada Vineyard, JUSTIN Vineyards & Winery, L'Aventure, Le Vigne Winery, Parrish Family Vineyards, Record Family Wines, Robert Hall Winery, Sextant Wines, 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 Bordeaux varietals that compete with like varietals on a global stage to consumers and media worldwide. For more information, please visit *www.PasoRoblesCAB.com*.

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