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Paso Robles CAB Collective Second Annual Event Surpasses Expectations

New Wine Organization Looks Ahead On the Heels of a Successful Five-Day Event

April 30, 2014 (Paso Robles, Calif) – The **Paso Robles CAB** (Cabernet and Bordeaux) **Collective** (PRCC) exceeded all expectations for its annual event last weekend, **CABs of Distinction**, with higher-than-anticipated media, trade and consumer attendance.

Media and trade attended educational events and tastings that provided a glimpse of the true potential of Cabernet and red Bordeaux varietals from Paso Robles. Highlighted events throughout the celebrated winegrowing region (or appellation) included *En Primeur* barrel tastings from the as-yet-unreleased 2013 vintage; a tasting of all current vintages; vintner panel discussion hosted by Matt Kettmann, contributing editor of *Wine Enthusiast* and senior editor of *Santa Barbara Independent*; a Library/Rare and Reserve tasting; and self-directed events at member wineries, such as component and vertical tastings. Contact info@pasoroblescab.com for inquiries and reservations for 2015.

In collaboration with *The SOMM Journal*, the PRCC developed a three-day, comprehensive, educationally-focused tour of the Paso Robles AVA that explored Cabernet and red Bordeaux varietals. The 20 select sommeliers and key wine buyers participated in hands-on, instructional experiences with area winemakers and vineyard managers including: component tastings; analysis of clonal selections; vineyard tours; 2013 vintage barrel tasting of 27 vintners; current vintage tasting; rare and library tastings to showcase the ageability of these wines; winemaker lunches and dinners and an optional zip-line over vineyards. *For information about future SOMM Camps, contact Linda@parkersanpei.com.*

Consumer events were also held throughout Paso Robles. Wineries engaged consumers with behind-the-scene walks through the cellar to illustrate the path a grape takes in the winery once it is harvested; cave tours; tastings of library wines; the exclusive opportunity to purchase futures; food and wine pairings and BBQs with music throughout the day. The evening featured winemaker dinners hosted both at wineries and at Paso Robles' most sought-after restaurants.

The April 26th **CABs of Distinction Gala** began with a luxury VIP multi-course gourmet lunch at **Thomas Hill Organics** paired with rare library wines such as: a three-liter 1984 Estate Cabernet and 1997 Reserve Estate Cabernet from Eberle Winery; JUSTIN Vineyards & Winery's 2005 ISOSCELES; J. Lohr Vineyards & Wines' 2007 J. Lohr Cuvée St. E; Hunt Cellars' 2007 Red Velvet and 2006 Rhapsody in Red; DAOU Vineyards & Winery's 2009 Reserve Cabernet, and Chateau Margene's 2005 Reserve Cabernet.

VIP guests were provided early access to the reserve tasting prior to the Gala as well as access to the VIP Lounge throughout the day.

The lakeside **CABs of Distinction Gala at River Oaks Hot Springs in Paso Robles** showcased 32 wineries, 28 member wineries and four invited garage (premium boutique) producers, each thoughtfully paired with artisanal cheese or charcuterie selected by Le Vigne Winery's Cheese Lady, Zina Miakinkova. Gourmet meals were provided in the CAB Bistro by notable Paso Robles culinary experts, **Robert's Restaurant, Crush Catering and Avant-Garde Experience**, while chocolate tastings, barrel-making demonstrations, and live music rounded out the day.

"We are tremendously honored by the continued support of our sponsors, whose efforts not only help us deliver our high-caliber, five-day event, but who are also truly cornerstone to our efforts throughout the year," said Winemaker, DAOU Vineyards & Winery, and Chairman, Paso Robles CAB Collective, Daniel Daou.

2014 Sponsors included: Smurfit Kappa Orange County / Orange County Container Group; *The Tasting Panel Magazine*; Paso Robles Wine Country Alliance; Parker Sanpei; *The SOMM Journal*; Bruni Glass; Enartis Vinquiry; Cellotape / Landmark Label; Saxco International; Guurgle; Demptos; Martinez Farm Labor; GSO; Portocork; Tonnellerie/Leroi; Farm Credit West; Lafitte Cork & Capsule; Umpqua Bank; Travel Paso Robles Alliance; The Blueprinter; Fiji Water; *The Tasting Room with Tom Leykis*; American General Media; Saury USA, Chill&Go; Butlerz Events; Proforma; Cal Poly University; La Quinta Inn & Suites; The Oaks Hotel & Suites; Paso Robles Inn.

These five days of events showcased the spectacular quality and age-worthiness of the wines as well as the bright future ahead for these world-class Cabernet Sauvignon and red Bordeaux producers. Details for the 2015 CABs of Distinction media, trade and consumer events will be announced on Cabernet Day, August 29.

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 Vineyard, 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 Winery.

The PRCC is non-profit organization governed and directed by representatives of the member wineries. Open to all Paso Robles AVA wineries that produce Cabernet and red Bordeaux varietals, the PRCC hopes to shape the future of the Paso Robles appellation and showcase the superior quality of wines produced. Member wineries have the opportunity to work with and learn from other members. The organization is designed to create a network of knowledgeable and experienced industry professionals to assist each other from viticulture to production, marketing and finally, sales. Inquire at info@pasoroblescab.com for membership or sponsorship opportunities.

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 red 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.

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