



Acclaimed Paso Robles Wine Region Inspires Trade Ambassadors at Annual CAB Camp

Critics proclaim that Paso Robles rivals the best Bordeaux winegrowing regions in the world

May 31, 2017 (Paso Robles, Calif.) – Paso Robles has new seasoned professionals as ambassadors as a result of [Paso Robles CAB Collective](#)'s CAB Camp. The event brings top trade to Paso Robles exposing them to the superior quality, age-worthy Cabernet Sauvignon and other red Bordeaux varietals and blends produced in the region. With over half of the 41,000 acres of Paso Robles vineyards planted to these varieties, it has become impossible to ignore that Cabernet Sauvignon and red Bordeaux varietals represent the future of the region and rival their global counterparts.

Master Sommelier Fred Dame led attendees through a series of panel discussions, the first of which focused on the five red Bordeaux varietals: Cabernet Sauvignon, Cabernet Franc, Malbec, Merlot and Petit Verdot. The following two panel discussions focused more in-depth on Cabernet Sauvignon and Malbec. Panelists discussed the variations in winemaking philosophies, innovations in the cellars and vineyards, as well as topography, microclimates and soil types throughout the 11 AVA sub-appellations of Paso Robles that make the region distinct. The three day, deep-dive into the region included vineyard tours, barrel samples and one-on-one explorations with the winemakers and viticulturists. The attendees were also given an opportunity create their own Bordeaux blends which were then judged by Dame. "CAB Camp was one of the finest events I have attended," exclaimed Dame. "This historic wine region is just coming into its own!"

CAB Camp attendees were unanimous in expressing their appreciation for the vast amount of knowledge they took away from this event. Wendy Keefer, owner of [Cellar Experience](#) in Charleston, South Carolina, came to CAB Camp with a desire to learn more about the region and left with an eagerness to share the knowledge she gained. Starting this month Keefer will offer classes at Cellar Experience that focus solely on Cabernet and red Bordeaux from Paso Robles. "I was aware of Paso Robles as a wine region and had sampled some of the wines from the area, but I had no idea of the depth, style and complexity winemakers are now producing in this unique growing region" shared Keefer. "CAB Camp gave me the opportunity to see what's happening here first-hand and to taste some truly wonderful representations of what the soil and climate in Paso Robles can accomplish."

CAB Camp was developed by members of the Paso Robles CAB Collective (PRCC) to provide a comprehensive overview of Paso Robles' Cabernet and red Bordeaux varietals to top wine buyers, sommeliers and media. "The PRCC was formed to showcase what the region is capable of and CAB Camp is an extension of that effort," says PRCC President Doug Filipponi. "We couldn't be happier about the resounding success – a success we will all continue to build upon."

The members of the Paso Robles CAB Collective are: [Adelaida Vineyards & Winery](#), [Allegretto Vineyards & Winery](#), [Ancient Peaks Winery](#), [Brecon Estate](#), [Calcareous Vineyard](#), [Cass Vineyard & Winery](#), [Castoro Cellars](#), [Chateau Margene](#), [Clos Solène](#), [DAOU Vineyards & Winery](#), [Eberle Winery](#), [Halter Ranch Vineyard](#), [Hoyt Family Vineyards](#), [J. Lohr Vineyard & Wines](#), [JUSTIN Vineyards & Winery](#), [Lion's Peak Vineyards](#), [Niner Wine Estates](#), [Opolo Vineyards](#), [Parrish Family Vineyard](#), [Pomar Junction Vineyard & Winery](#), [RN Estate Vineyard & Winery](#), [Robert Hall Winery](#), [Rotta Winery](#), [San Antonio Winery](#), [Sextant Wines](#), [The Farm Winery](#), [Treana Winery](#) and [Vina Robles Vineyards & Winery](#).

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 to trade, media and consumers the full potential of the Paso Robles region in producing superior quality, classic and age-worthy Cabernet and red Bordeaux varietals that compete on a global stage. For more information, please visit www.pasoroblescab.com.

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