



FOR IMMEDIATE RELEASE

Paso Robles Bordeaux Varietal Producers Debut Global Visibility Initiative
Paso Robles CAB Collective showcases region's best at inaugural CABs of Distinction event

March 8, 2013 (Paso Robles, Calif) – The **Paso Robles CAB (Cabernet and Bordeaux) Collective (PRCC)**, a grass-roots collaboration of Paso Robles appellation wineries who produce superior quality, age-worthy Cabernet and Bordeaux varietals, will show their finest selections to consumers, trade and media worldwide during the inaugural CABs of Distinction events April 26-27, 2013. The slate of events includes winemaker dinners and a Saturday afternoon gala at the prestigious Windfall Farms, an elegant setting for panoramic views, and a seductive backdrop for Cabernet and Bordeaux aficionados.

Created with the belief that Bordeaux varieties grown in the Paso Robles appellation and the subsequent quality of the wines produced is under-represented in the marketplace and across the wine industry, the PRCC seeks to improve awareness among consumers and retailers worldwide regarding the distinctive attributes of Paso Robles Cabernet as well as other Bordeaux varietals. Current members include: **ADELAIDA Cellars, B&E Vineyard, Chateau Margene, DAOU Vineyards & Winery, Eberle Winery, HammerSky Vineyards, J. Lohr Vineyards & Wines, Jada Vineyard, JUSTIN Vineyards & Winery, L'Aventure, Parrish Family Vineyards, Record Family Wines, Robert Hall Winery, Sextant Wines, Venteux Vineyards and Vina Robles.**

The 2013 **CABs of Distinction** events will consist of:

- *En Primeur* - a media and trade-only barrel tasting of the 2012 vintage held Friday, April 26, 4:00 - 6:00 p.m. at The Park Ballroom in downtown Paso Robles.
- Winemaker dinners hosted in key Paso Robles restaurants Friday, April 26, 7:00 p.m. with a list of participating restaurants to include: Thomas Hill Organics, Paso Terra, Il Cortile, Bistro Laurent and McPhee's Grill.
- A media- and trade-only panel discussion and tasting wherein winemakers and winery principals will be on hand to showcase their very best wines and share lunch with the winemakers at Windfall Farms from 10:00 a.m. - 2:00 p.m. Saturday, April 27, 2013.

- CABs of Distinction grand tasting, a consumer-focused event held at Windfall Farms on Saturday, April 27, 2013 from 2:00 to 5:00 p.m. wherein winemakers and winery principals will be on hand to showcase their very best wines to the anticipated 600 guests. Music and artisanal food purveyors will help set the stage for a spectacular event. Tickets are \$95 or \$30 for designated drivers, and can be purchased online at pasoroblescab.com.

Reservations for media- and trade-only events are required and can be secured at info@pasoroblescab.com.

The PRCC is non-profit organization governed and directed by representatives of the member wineries. Open to 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.

Early corporate sponsors of the PRCC include: Smurfit Kappa Orange County, *Tasting Panel Magazine*, Parker Sanpei, Paso Robles Wine Country Alliance, *Tasting Room with Tom Leykis*, Bruni Glass, GSO, Enartis Vinquiry, Cellotape / Landmark Labels, Windfall Farms, The Blueprinter, Martinez Farming Labor, *KRUSH Radio*, Earley & Earley, The Park Ballroom, FIJI Water, Travel Paso Robles Alliance, Portocork, Chill N Go, Farm Credit West, LEROI Barrels, among others.

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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