



FOR IMMEDIATE RELEASE

### **Can Wine Quality Really Be Measured?**

*Phenolics and metrics spotlighted at trade- and media-only Paso Robles CABs of Distinction events*

April 7, 2015 (Paso Robles, Calif) – The **Paso Robles CAB (Cabernet And Bordeaux) Collective** (PRCC) ([pasoroblescab.com](http://pasoroblescab.com)), announced an expanded **CABs of Distinction** event including a three-day trade- and media-only experience centered on the pillars of what makes Cabernet Sauvignon and red Bordeaux varietals and blends from the Paso Robles AVA notable and age-worthy, May 5-7, 2015 in Paso Robles, California.

The spotlight for this year's CABs of Distinction media and trade events will be on Paso Robles' ability to achieve superlative phenolics. Though individual styles differ around the world, most Cabernet Sauvignon winemakers and consumers agree that Cabernet Sauvignon should exhibit great texture and structure while maintaining balance. These assets can be measured via phenols, the chemical compounds present within the grape seeds, stems and skins that account for less than five percent of a wine's volume (the remainder being water and alcohol), but whose impact on flavor, tannins and mouthfeel is immense.

For this year's CABs of Distinction, highly-regarded vintners and moderators will discuss how phenolic measurements are used within individual house styles. Topics will also include the implications of the region's calcareous soils, diurnal swings, marine influence and consistent ability to achieve full ripeness that pave the way for classic, age-worthy wines.

Additionally included in the lineup of events, *The SOMM Journal's* popular column, "The Quaff Report," will come to life in a sommelier-led panel tasting of leading producers of varietal Cabernet Sauvignon from Paso Robles, Napa Valley and Bordeaux, France. Moderated by Head Sommelier at New York's famed Bar Boulud and *Wine Enthusias't's* 2012 Sommelier of the Year, Mike Madrigale, The Quaff Report will provide a fly-on-the-wall opportunity to observe top sommeliers in action for the pages of *The SOMM Journal*. Phenolic measurements will also be used to provide insight into the wines as Madrigale spearheads the interactive tasting.

The three-day event will also provide unique winery happenings led by family owners and winemakers to experience first-hand what goes into producing superior-quality Cabernet Sauvignon and red Bordeaux varietals and blends from the Paso Robles AVA.

The PRCC has made complimentary tickets available for qualified media and trade to attend trade-focused events that will enlighten attendees on Cabernet Sauvignon and red Bordeaux varietals from Paso Robles. Tickets to the media and trade events can be requested by emailing: [info@pasoroblescab.com](mailto:info@pasoroblescab.com).

May 5, 2015:

- Overview of the 11 Sub-AVAs
- *En Primeur* barrel tastings from the as-yet-unreleased 2014 vintage alongside current vintage wines of the 24-member association.

May 6, 2015:

- The Quaff Report by *The SOMM Journal*
- Paso Phenolics Phenomenon: Understanding the pillars of this emerging region for Cabernet and red Bordeaux varietals
- VIP BBQ at Villa San-Juliette Vineyard & Winery – seating limited, reservations required

May 7, 2015:

- This day will consist of self-directed vineyard and winery tours of PRCC members where trade and media will get a hands-on approach in the vineyards, barrel rooms, and cellars to experience *terroir* evaluations, component tastings, and one-on-one time with vintners and growers.

Complimentary tickets are available for qualified trade and media. Please contact [info@pasoroblescab.com](mailto:info@pasoroblescab.com) for reservations.

**Members of the Paso Robles CAB Collective to-date include:** ADELAIDA Cellars, Ancient Peaks Winery, Bon Niche Cellars, Brecon Estate, Broken Earth Winery, Calcareous Vineyard, Cass Vineyard & Winery, Chateau Margene, DAOU Vineyards & Winery, Eberle Winery, Halter Ranch Vineyard, J. Lohr Vineyards & Wines, Jada Vineyard & Winery, JUSTIN Vineyards & Winery, Le Cuvier Winery, Opolo Vineyards, Parrish Family Vineyards, Pomar Junction Vineyard & Winery, Record Family Wines, Red Soles Winery, Rotta Winery, Sextant Wines, Villa San-Juliette Vineyard & Winery, and Vina Robles Vineyards & Winery.

**Sponsors of the 2015 Paso Robles CAB Collective include:** Smurfit Kappa Orange County / Orange County Container Group; *The Tasting Panel Magazine*; *The SOMM Journal*; Fiji Water; Paso Robles Wine Country Alliance; Parker Sanpei; Bruni Glass Packaging; GSO; Seguin Moreau; Farm Credit West ; Enartis Vinquiry; Cellotape / Landmark Label; Martinez Farm Labor; Umpqua Bank; Portocork; Leroi Tonnellerie; Saury USA; Vintage Nurseries; Glenn Burdette; The Blueprinter; American General Media; Butlerz Events; WiVi; Cal Poly University; Paso Robles Inn; La Quinta Inn & Suites; La Bellasera Hotel.

## **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](http://www.pasoroblescab.com).

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