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Paso Robles CAB Collective Invites Four Garagiste Wineries to April 26 Gala Event
Clos Solene, Falcone, The Farm and L’Aventure to showcase limited production Cabernet Sauvignon

April 9, 2014 (Paso Robles, Calif) – The **Paso Robles CAB** (Cabernet and Bordeaux) **Collective** (PRCC) has invited four top-tier **Garagiste wine producers** to share the spotlight at the **CABs of Distinction Gala on Saturday, April 26**. The ultra-premium small-lot wineries — **Clos Solene, Falcone, The Farm and L’Aventure** — are celebrated for producing high quality, limited production Cabernet Sauvignon and red Bordeaux varietals.

Pronounced *gare-ab-jeest*, the term “Garagiste” was originally used in the Bordeaux region of France to denigrate renegade small-lot wine makers, many of whom made wine out of their garage. The term has since evolved to include a group of boutique winery producers who strive to produce impeccable artisanal wines with an emphasis on innovative growing and winemaking techniques.

“When it comes to the production of age-worthy Cabernet Sauvignon and Bordeaux varietals, it’s important to showcase all of the talent within Paso Robles,” said **PRCC Board Member Cynthia Lohr, owner and VP Marketing, J. Lohr Vineyards & Wines**. “The Garagiste wineries bring a spirit of innovation, entrepreneurship and excitement to the mix. When you look at the Paso Robles community, we really have such a broad basis in our membership, from established wineries to boutique efforts. What the Garagiste producers in Paso Robles are doing is representative of a track within the wine industry — as well as with the consumer — to be hands-on and to elevate the best of the land and the fruit.”

The CABs of Distinction Grand Tasting Gala will be held at **River Oaks Hot Springs in Paso Robles** and will include tastings of 32 wineries (28 member wineries along with the four Garagiste producers), each thoughtfully paired with **artisanal cheese or charcuterie**. Admission includes a decadent catered luncheon provided by notable Paso Robles restaurants and caterers (**Robert’s Restaurant, Crush Catering and Avant-Garde Experience**), **chocolate tastings, live music, a barrel-making demonstration** and more.

About the Garagiste Wineries

Clos Solene Winery proprietor and winemaker **Guillaume Fabre** hails from Bordeaux, France, but he now spends his days handcrafting robust, age-worthy Cabernet Sauvignon at his Paso Robles vineyard, which offers up a comparable terroir. Although Clos Solene produces just 700 cases per year, the award-winning winery has caught the attention of *Wine Spectator* and *The San Francisco Chronicle* among other notable press.

“We are doing incredible things with Cabernet Sauvignon in Paso Robles,” said Fabre. “Over the past ten years, Paso Robles Garagiste producers are using different clones, different root stocks and different vineyard techniques that make the wine highly desirable.”

L’Aventure Winery is owned and operated by winemaker Stephan Asseo, a fellow French transplant who sought incredible terroir as well as the freedom to break with staunch winemaking tradition. After working for years in Bordeaux and Burgundy, he took the leap to Paso Robles, where winemaking “rules” are meant to be broken.

Known for his inventive blends, Asseo only produces varietal Cabernet Sauvignon wine when the grapes are at optimal quality. The winery will pour its sought-after Cabernet Sauvignon Cuvée at the upcoming CABs of Distinction Gala.

“Although we only produce Cabernet every other year, my father loves to showcase the varietal,” said **L’Aventure Sales, Marketing and Communications Director, Chloe Asseo**. “We’re so happy the PRCC is out there showing people that there is great Cab not only in Napa, but in Paso Robles. Most small producers of Cabernet Sauvignon lack the opportunity to showcase what they do, and that’s why it’s so important to promote the varietal.”

Helen and John Falcone of **Falcone Family Vineyards** worked for decades within the Napa Valley wine industry before setting down roots in Paso Robles soil. John, a former winemaker for Atlas Peak Vineyards and Helen, former assistant winemaker at Chimney Rock Winery, are known for producing limited amounts of high-quality Cabernet Sauvignon through their Falcone Family Vineyards label, which has garnered praise from *Wine Enthusiast*, among others.

“Our wines have received very good reviews wherever we take them,” said Helen Falcone. “Like many Garagiste producers, we don’t have a tasting room and our production is quite small, so it’s very important to participate in events offered by the PRCC. Being part of the CABs of Distinction Gala event brings us face-to-face with consumers, which is incredibly effective.”

Located in the Adelaida District of Paso Robles, **The Farm Winery** boasts some of the oldest Cabernet Sauvignon vineyards located on the Westside. **The Farm Winery owners Azmina and Jim Madsen** are proud of their 700-case-per-year output; Over just two vintages, the winery’s Cabernet Sauvignon has received 15 scores of 92 points or higher.

Jim Madsen underscored the fact that many Garagiste wines can only be found on reserve wine lists at high-end local restaurants. Like many of his fellow renegade winemakers, Madsen thinks of the small production wines as “jewels.”

“Garagiste producers create highly sought-out wines,” said Jim Madsen. “We hope The Farm Winery can bring a small push towards contributing to the reputation of Paso Robles as being a special place for Cabernet Sauvignon.”

For additional information about the Paso Robles CAB Collective and the upcoming CABs of Distinction event, April 23-26, 2014 in Paso Robles, please visit www.pasoroblescab.com. Media are invited to reach out directly to info@pasoroblescab.com for media access.

PRCC Members

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 Vineyards, 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.

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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