



FOR IMMEDIATE RELEASE

Paso Robles CAB Collective Announces 2014 Panelists and Moderator

*Second annual event to feature Moderator Matt Kettmann
of Santa Barbara Independent and Wine Enthusiast, along with prestigious Paso Robles winemakers*

April 16, 2014 (Paso Robles, Calif) — **The Paso Robles CAB (Cabernet and Bordeaux) Collective (PRCC) will present a star-studded panel discussion as part of this year’s program.** At 10 A.M. on Thursday, April 24, a diverse group of media, sommeliers and trade representatives will gather at the **Paso Robles Inn Ballroom** for a vibrant discussion entitled: **“Paso Robles CAB Rises to the Global Stage.”**

Panelists are set to include **Chateau Margene Winemaker, Michael Mooney, DAOU Vineyards & Winery Winemaker, Daniel Daou, Halter Ranch Winemaker, Kevin Sass, and Parrish Family Vineyard Winemaker, David Parrish.** These distinguished Paso Robles winemakers are firmly dedicated to crafting world-class, age-worthy Cabernet Sauvignon and Bordeaux varietals.

Matt Kettmann, who serves as **senior editor of the *Santa Barbara Independent*** and contributing editor to ***Wine Enthusiast***, will moderate the discussion. Kettmann has covered the Central and South Coast’s wine industry for such notable publications as the ***New York Times, Wine Spectator, Time Magazine, Smithsonian*** and ***Sunset.***

“The formation of the CAB Collective is a positive and much-needed step into the future for the Paso Robles region’s Bordeaux growers and winemakers,” said Kettmann. “Many of the region’s accolades in recent years have centered on Rhône varietals, and much of the history of Paso has to do with Zinfandel. The region is planted to mostly Bordeaux varietals, and the popular press would be remiss to forget that fact. The PRCC is doing its part to promote these growers, who are producing boutique, specialized and well-crafted Cabernet Sauvignon.”

The panel discussion aims to educate and inspire a large group of wine and trade media, including 20 top-tier sommeliers who have traveled from the Los Angeles area to Paso Robles specifically for the expertly-programmed CAB Camp offerings.

PRCC founding member and **Chateau Margene Winemaker, Michael Mooney**, noted that over the past decade, many aspects of winegrape growing have improved within the Paso Robles region. **High-quality Bordeaux producers are considering every aspect of the vineyard**, from soil composition and preparation, to rootstock and clonal selection, to vineyard orientation and beyond.

“Paso Robles is a huge American Viticultural Area, measuring over 600,000 acres,” said Mooney. “Which varietals to plant and where to plant them is a very important decision. In the winery, technology is

advancing: there are new ideas regarding using indigenous yeast versus cultured yeast, and producers employ the use of punch-down in open-top fermenters versus pump-overs in closed tanks. Barrel selection options from French to American to Hungarian are plentiful, as well as barrel toasting preferences to achieve the desired aromatics and mouthfeel in a particular wine. In addition to these advancements, the Paso Robles area has attracted exceptional winemakers from the best wine producing regions of the world.”

Fellow PRCC founding member **Daniel Daou, winemaker at DAOU Vineyards & Winery**, will discuss the merits of **measuring phenolic compounds within the wine** to truly understand what makes for quality, age-worthy Cabernet Sauvignon. When the right compounds come together, Cabernet Sauvignon shows brilliant color, balanced tannin and superb structure.

“With the new techniques that PRCC producers are using in the vineyard, we are seeing Cabernet Sauvignons that feature phenolics ranging in the top 0.1 percentile in the world,” said Daou. “When you talk about wine, it can be very subjective. As a winemaker, and as part of a region like Paso Robles — which can rival and potentially beat any wine growing region in the world – it is important that we talk about what makes these wines so truly incredible. At the end of the day, wine is an experience: it gives you joy and pleasure. It’s always nice to open up a wine that reminds you of a certain year, twenty years later. Not every wine can do that, but Paso Robles Cabernet Sauvignon can.”

“The vast majority of these consumers are looking to buy Cabernet Sauvignon, but they think they must go to Sonoma or Napa,” said Daou. “We want these consumers to come to Paso Robles, but we can’t achieve this goal with just one winery, and this is why the spirit of collaboration is part of everything the PRCC does.”

Daou underscored the **importance of cultivating a culture of inclusivity among the varied PRCC producers**. Encouraging an open educational forum, he said, elevates the bar across the region.

“The 2012 vintage was an amazing year and 2013 is off the charts,” said Daou. “We have not hit the tip of the iceberg yet, and the quality is only rising. The best is truly yet to come.”

For more information regarding upcoming trade and media events, visit www.pasoroblescab.com. The website includes member winery details and contact information, trade tools, and the PRCC blog with extended member features, harvest reports and other news.

Paso Robles CAB Collective members 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 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 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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