



FOR IMMEDIATE RELEASE

Paso Robles CAB Collective to bring 20 World-Class Sommeliers and Wine Buyers to Paso Wine Country April 22 – 24 for first-ever CAB Camp

Three days of immersive education designed to orient attendees to award-winning Paso Robles Cabernet Sauvignon and red Bordeaux varieties

April 14, 2014 (Paso Robles, Calif) — In collaboration with the acclaimed *SOMM Journal*, The Paso Robles CAB (Cabernet and Bordeaux) Collective (PRCC) is poised to bring 20 of the best and brightest sommeliers and wine buyers from Southern California to Paso Robles April 22 – 24 for the first-ever PRCC Sommelier CAB Camp.

“[The PRCC] is flattered to have our wines in consideration by people with such dedication to developing their professional tasting skills and wine knowledge,” said Steve Peck, winemaker for J. Lohr Vineyards & Wines in Paso Robles. “It’s exciting to see our wines put under their magnifying glasses. Paso does many things well, and certainly our Cabernet Sauvignon and the other Bordeaux varieties represent one of those accomplishments.”

The assemblage of knowledgeable sommeliers will arrive in Paso Robles Wine Country on Tuesday April 22, and will enjoy an array of barrel tastings, vineyard tours and winemaker dinners. The group will explore the Paso Robles AVA through the eyes of award-winning Bordeaux producers and PRCC members. Tours of the proposed sub-AVAs — including the proposed Estrella, Willow Creek, Templeton Gap, Creston and Adelaida districts — will round out the all-encompassing educational trip.

Chateau Margene Owner and Winemaker, Michael Mooney, underscored the region’s incredible terroir with hot days, cool nights and a spectrum of diverse soil profiles. “These New World, Bordeaux-inspired wines are showing exceptional depth, structure and balance,” said Mooney. “Viticulture and winemaking practices in Paso Robles have made dramatic improvements over the last decade, and the top Cabernet Sauvignons and Cabernet-based blends being produced here are truly world-class.”

The PRCC CAB Camp is presented in conjunction with the second annual CABs of Distinction experience running April 23-26 throughout Paso Robles. Wine trade, media and consumer offerings — including winemaker dinners, special winery events and a host of epicurean delights — will unfold across the Paso Robles region, highlighted by a Gala tasting at River Oaks Hot Springs on April 26. The celebration of premium and award-winning Paso Robles Cabernet Sauvignon and Bordeaux reds and blends will feature the finest vintages produced by the 28-member collective and four invited garagiste producers; Clos Solene, Falcone, L’Aventure, and The Farm Winery.

“The Paso Robles Cab Collective is on the rise and we would love to show the world what we’re doing and where we’re headed,” said Mooney.

Tickets for the CABs of Distinction consumer Gala can be purchased at www.pasoroblescab.com. Qualified media and trade interested in attending should email info@pasoroblescab.com to received complimentary tickets to media and trade events. The web site includes member winery details and contact information, trade tools, and the PRCC blog with extended member features, harvest reports and other news.

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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