



FOR IMMEDIATE RELEASE

Paso Robles Cabernet Sauvignon Celebrated At Upcoming International Symposium

Paso Robles CAB Collective members will lead a keynote seminar on the complexities and growth of Paso's most popular wine at the International Cabernet Symposium in Napa June 20-23.

June 20, 2016 (Paso Robles, California) – The Paso Robles CAB Collective—an independent group of leading growers and producers of Cabernet and red Bordeaux varietals in the Paso Robles AVA—is pleased to announce the International Cabernet Sauvignon Symposium is spotlighting Paso for its award-winning Cabernet and growing popularity in the wine world.

On June 22, at the Culinary Institute of America Copia Campus, members of the Paso CAB (Cabernet and Bordeaux) Collective will discuss the Paso region and its game-changing Cabernet in front of the world's top Cabernet Sauvignon producers, winemakers and industry leaders.

CAB Collective members Daniel Daou (DAOU Vineyards & Winery), Steve Peck (J. Lohr Vineyards & Wines) and Kevin Sass (Halter Ranch Vineyard), along with Thomas Rice (California Polytechnic Institute Professor Emeritus), will discuss the challenges and benefits of Paso's widely-varied terroir and how Paso CAB Collective members have long been artfully harnessing these unique characteristics to craft a growing body of unique, delicious and high-scoring wines.

“We are flattered to share our theories, techniques and knowledge of Cabernet Sauvignon with such a distinguished and global crowd,” says Paso Robles CAB Collective Executive Director, Linda Sanpei. “Much the like the CAB Collective, the International Cabernet Symposium creates a fluid and fun platform for sharing ideas and practices with one single goal: To help us all continue improving Cabernet Sauvignon with each and every vintage. We are honored and humbled to assist this vision.”

For more information on attending the trade-only International Cabernet Symposium, please visit internationalcabernetsymposium.com.

For more information on the Paso Robles CAB Collective, please email Kyndal@ParkerSanpei.com and visit pasoroblescab.com

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 pasoroblescab.com.

#

CONTACT: Kyndal Kennedy

Parker Sanpei

Kyndal@ParkerSanpei.com

805.543.2288