



PASO ROBLES



CAB COLLECTIVE

Cabernet & Red Bordeaux Wines

— PERFECTED IN PASO ROBLES —

SPONSORSHIP PACKAGE

About the PRCC

MISSION

The mission of the Paso Robles CAB Collective is to educate media, trade and consumers, and garner global acclaim for the quality of Cabernet Sauvignon and red Bordeaux varietals produced in Paso Robles.

VISION

The Paso Robles CAB Collective is a grassroots organization which strives to promote the full potential of the Paso Robles appellation in producing superior quality, age-worthy, balanced, classic Cabernet Sauvignon and red Bordeaux varietals to media, trade and consumers worldwide.

More than half of the acres in Paso Robles Wine Country are planted to red Bordeaux varieties; CAB is king. Temperate days, cool nights and well-drained soils echo the best of the growing conditions of Bordeaux, France and Napa, California, inspiring local winemakers to produce world-class Cabernet Sauvignon, Cabernet Franc, Merlot, Petit Verdot, Malbec and spectacular red Bordeaux blends throughout the region's bucolic vineyard terrain.

Formed in 2012, the Paso Robles CAB Collective (PRCC) strives to promote the full potential of the Paso Robles AVA in producing superior quality, classic and age-worthy Cabernet Sauvignon and red Bordeaux varietals to trade, media and consumers worldwide.

The PRCC is a grassroots non-profit organization formed with the belief that the Bordeaux varieties of the Paso Robles AVA, and the subsequent quality of the wines, are worthy of international acclaim. As an organization governed and directed by representatives of the member wineries, the PRCC seeks to improve awareness regarding the distinctive attributes of Paso Robles Cabernet Sauvignon and red Bordeaux varietals through the education of media, retailers, restaurateurs and sommeliers who ultimately influence the buying consumer. This is done by hosting key influencers to the region for one-on-one experiences with the members of the PRCC, as well as by taking the wines on the road to key markets and events, while internally continuing to raise the quality of wines by sharing best practices. In its first five years of existence, media and trade recognition for the caliber of wines has led to increased production, distribution and sales.

The support of our sponsor partners has been irreplaceable and each is highly valued amongst PRCC members. It is our collective belief that all of our businesses will thrive as we continue to raise the tide of recognition for the region's Cabernets and red Bordeaux varietals.

As a sponsor of the Paso Robles CAB Collective you will help us accomplish our mission to educate trade, media and enthusiasts on the quality of Cabernet and red Bordeaux wines produced in Paso Robles, and to thrive as the most progressive and burgeoning wine region in North America.



Media Endorsements

“...Paso Robles is flexing its cabernet muscle with the Paso Robles Cabernet Collective, a coalition of Cabernet Sauvignon producers, in spite of skepticism from some industry insiders. If Napa is king, Paso Robles is the cab heir-apparent...” — **Michael Cervin**, *The Hollywood Reporter*

“Want great California Cabernet? Try Paso Robles” — **Sara Schneider**, *Sunset Magazine*

“The Paso Robles CAB Collective is shining light on a new era of winemaking on California’s central coast” — **Jonathan Cristaldi**, *The Tasting Panel*

“A strong message was delivered at the Paso Robles CAB Collective phenolics conference: Paso is one of the world’s great Cabernet and red Bordeaux regions” — **Paul Hodgins**, *The Somm Journal*

“The Paso Robles CAB Collective proved, once again, that Paso Robles Cabernet Sauvignon and red Bordeaux-varietal wines compete with those from among the top growing regions across the globe”
— *Wine Business Monthly*

—
“Today sees a renewed focus on Bordelais varieties bottled in the Paso Robles AVAs, thanks to the Paso Robles CAB Collective network” — **Matt Kettmann**, *Wine Enthusiast Magazine*

“Love Cabernet from Paso Robles? Look into the Paso Robles CAB (Cabernet Sauvignon and Bordeaux Collective) for wineries making age-worthy, high quality wines” — **Lindsay Pomeroy**, *Wine Folly*

“The non-profit (PRCC) felt that this appellation righteously deserved more attention. In fact, the world-class quality of its signature Cabernet Sauvignon and Bordeaux varietals is why Wine Enthusiast Magazine named Paso Robles Wine Region of the Year in 2013.” — **Kathy Strong**, *The Desert Sun, USA Today Network*

“I’m increasingly seeing incredible wines based largely on Cabernet Sauvignon, Petit Verdot, and other Bordeaux varieties from Paso Robles. While it may be hard for readers to believe, trust me when I tell you that these top-quality releases are a match for the best wines from California’s North Coast.” — **Jeb Dunnuck**, *Robert Parker’s Wine Advocate*

“When I looked at this region 30 years ago, I thought, ‘Will the region ever know success? Is this ever going to happen?’ But it is happening. It’s really one of the most exciting areas in California.” — **Bob Bath, MS**, *The SOMM Journal*

“Paso Robles is remarkable for its consistently high standards and its stylistic variation. It impresses more people each year as its product quality consistently increases.” — **Andrew Chalk**, *The Chalk Report*

Trade Endorsements



"I am in love with Paso. It's such a beautiful community. I will definitely come back and work hard to promote Paso wines moving forward!"

"I learned a great deal about the region and it was very helpful as we work to ensure appropriate representation on our lists. The wines were more greatly varied than expected. I also found Paso to be very approachable, unpretentious, and appealing to visit, and would not hesitate to recommend it. I should have extended the trip to get to enjoy it further, but work presses on."

"The people representing Paso Robles wines are genuine and truly care about their products, the land, the people, and their consumers. Take the time to learn the magic of this special place."

"It's a beautiful place and everyone's extremely passionate about what they do...[the sense of community] is incredibly genuine and palpable." — **Cassandra Kessman**, *Wine Director, Blacksburg Wine Lab, Blacksburg, VA*

"For [the producers here] to be so dialed [into sustainable practices], it is really impressive. They're willing to do this because it is better for the earth; it is not necessarily the easiest choice, but they are willing to make the hard choices." — **Kate McGrath**, *Owner, The Railpenny Tavern, Brentwood, NH*

"The major takeaway I got was... how everyone helps each other out and has each other's back. I love the love that they all embrace each other. It helps me [in that] no matter what Paso wine we feature, I feel good about it." — **William Foster**, *General Manager, PY Steakhouse at Casino del Sol, Tuscon, AZ*

"Coming to recognize how much community there is here really speaks volumes about not only the wine that comes out of here but also the people who produce it... I think it is going to be important to translate that back to my team, who will in turn translate that back to our guests. Washington D.C. is a very international city, and while there are a lot of appreciated wine regions that people ask for... I think there's going to be a lot of gravitation toward Paso Robles. I already support it on my list, but there are so many different things where I'm like, 'How can I [incorporate] this into my by-the-glass program to introduce people to it in a more approachable way?' — **Marc Rios**, *General Manager, Food and Beverage Outlets, Marriott International/Westin Washington D.C. Downtown Hotel, Washinton D.C.*

"When we are tableside or training our teams when we are opening up someone's eyes about Paso, they're then going to tell ten, 20 more people and it's just going to expand. Who needs a \$500 Napa Cab when you can have an outstanding \$85, \$90 Paso Cab? And I am from Southern California- I can be here in three hours... So now's the time to come and explore." — **Christopher Moran**, *General Manager, Club 33, the Walt Disney Company, Anaheim, CA*

"I'm trying to...broaden horizons and let people know that Napa, Bordeaux, and Italy aren't the only areas. What I've learned in the last four days is a lifetime of learning what most people expect in their operations... I'm more excited to go back now because of the knowledge I've obtained." — **Peter Dones**, *General Manager, Morton's The Steakhouse 5th Avenue, New York, NY*

2025 Board of Directors

FOUNDING MEMBERS:

DAOU Vineyards
J. Lohr Vineyards & Wines
JUSTIN Vineyards & Winery
ADELAIDA Cellars
Chateau Margene
Eberle Winery
Halter Ranch Vineyard
Vina Robles Vineyards & Winery

PERMANENT BOARD SEATS:

DAOU Vineyards
J. Lohr Vineyards & Wines
JUSTIN Vineyards & Winery

The remaining six board seats are elected by members.



Doug Filipponi
Owner,
Ancient Peaks Winery
PRCC President and
PRCC Sponsorship Chair



Douglas Ayres
Owner,
Allegretto Wines
PRCC Secretary



Kevin Anderson
Director of Hospitality, DAOU
Vineyards



Gretchen Roddick
Executive Vice President,
Hope Family Wines
PRCC Treasurer and
PRCC Marketing Co-chair



Jessica Kollhoff
Director of Hospitality and Direct
Sales, J.Lohr Vineyards & Wines



Billy Grant
Head of Business Development and
Brand Partner, McPrice Myers Wines



Rhonda Motil
J.Lohr Vineyards & Wines Vice
President of Marketing
PRCC Marketing Chair



Linda Sanpei
Executive Director



Neeta Mittal
Owner,
LXV Wines
PRCC Marketing Committee



Caine Thompson
Managing Director, Sustainability Lead,
Robert Hall Winery
PRCC Vit & Wine Committee Chair



Member Wineries



PRCC Annual Events



CAB Camp

March 3-5, 2025

Member, Trade & Media Events

Iconic CABs of Paso Robles

March 11, 2025

Member & Sponsor Event

CAB Showdown

August 28, 2025

Member & Sponsor Event

Annual Harvest Celebration

November 13, 2025

Member & Sponsor Event



Please refer to pasoroblescab.com for the latest information.

SPONSORSHIP LEVELS & BENEFITS

	CABERNET / TITLE \$25,000	MERITAGE \$15,000	MERLOT \$10,000	CAB FRANC \$5,000	MALBEC \$2,500	PETIT VERDOT \$1,000
Tickets to PRCC signature networking events	10	8	6	4	2	1
Top positioning on the website with video opportunity and link to the company home page	✓	✗	✗	✗	✗	✗
Collaboration at company signature activations (customizable)	✓	✗	✗	✗	✗	✗
Curated 500-word article with photos in Tasting Panel Magazine, a leading wine & spirits trade-focused glossy magazine	✓	✗	✗	✗	✗	✗
Complimentary member winery tasting experiences for you and your guests	✓	✓	✗	✗	✗	✗
Private meetings or lunch with PRCC Board Directors	✓	✓	✗	✗	✗	✗
Branding opportunities at CAB Camp, all member & sponsor events throughout the year	✓	✓	✓	✗	✗	✗
Customizable promotional opportunities	✓	✓	✓	✗	✗	✗
Feature in monthly newsletter with video or images, and link to the company home page	✓	✓	✓	✓	✗	✗
Invitation to Iconic CABS sponsor marketplace after 3 years of partnership as a Malbec sponsor or Cab Franc level and above	✓	✓	✓	✓	✓	✗
Access to winery contact list	✓	✓	✓	✓	✓	✗
Company logo PRCC email signature	✓	✓	✓	✓	✓	✓
Recognition in PRCC's electronic media kit	✓	✓	✓	✓	✓	✓

SPONSORSHIP LEVELS & BENEFITS

	CABERNET / TITLE \$25,000	MERITAGE \$15,000	MERLOT \$10,000	CAB FRANC \$5,000	MALBEC \$2,500	PETIT VERDOT \$1,000
Brand recognition on print materials throughout the year	✓	✓	✓	✓	✓	✓
Link to the PRCC sponsor page on the monthly newsletter	✓	✓	✓	✓	✓	✓
Brand recognition on PRCC press releases	✓	✓	✓	✓	✓	✓
Video spotlight on PRCC Instagram stories	6	4	3	2	1	0
Social media: curated content posted on the PRCC sponsor reel	6	4	3	2	1	0

Join the PRCC





Thank you

