

# WHAT WINE EXPERTS ARE SAYING ABOUT PASO ROBLES WINE COUNTRY



**distinct. different.**

"Best festival. Paso Robles Wine Festival in Paso Robles, Calif. This laid back, down-to-earth California town is the anti-Napa. On the third weekend in May, it holds what's billed as the state's largest outdoor wine-tasting event, where \$55 gets you unlimited samples from more than 100 producers. Book a room ... for this year's fest May 15-17 or head over March 20-22 for the town's equally lauded Zinfandel Festival."

**Lori Rackl, "The year's best. 2008 in Review. Some ups and downs during 12 months of globe-trotting," CHICAGO SUN-TIMES, December 31, 2008.**

"There's another California region that has not gotten as much attention as a source of fine zinfandel, but maybe it should. That's Paso Robles. ... A couple of years ago, the wine panel tried to organize a tasting of Paso Robles zinfandels, but we were not able to find enough bottles. This time around we had no trouble assembling a group of 20 bottles. ... I don't recall tasting so many well-balanced zinfandels at one time, which is more the result of careful, conscientious winemaking than it is the character of the region."

**Eric Asimov, "Wines of the Times: Search Party Roams Paso Robles," NEW YORK TIMES, October 15, 2008**

"After an easy 3 1/2 -hour drive from Los Angeles, we explored Paso Robles' markets and hillsides, seeking out local flavors in one of the Golden State's 'last frontier' wine regions. Paso Robles, nestled between the Santa Lucia Mountains and the Cholame Hills, is an ideal place to grow Rhône grapes like Syrah, Mourvèdre, and Grenache. Amy Butler (Winemaker) touted the mineral-rich soil and daily 50-degree temperature swings as exactly what her grapes need to make earthy, smoky wines. Having tasted ... we heartily agreed."

**Daniel Schumacher, "It's the undiscovered wine country," COTTAGE LIVING, October 2008**

"Best known as the home to world-class Rhône varietal wines, this small town along the Central Coast of California feels like Napa Valley 25 years ago. There are standout restaurants, excellent olive oils, award-winning cheeses and, of course, great wineries. This is the next great California food town.

**Andrew Knowlton, "America's Foodiest Small Town," BON APPETIT, October 2008**

"In the last six years, the number of wineries in Paso Robles - halfway between San Francisco and Los Angeles - has more than quadrupled, from 50 to more than 200. Edgy Rhône varieties (Syrah and cousins) are coming on strong, and new places to enjoy them - wine bars, restaurants, tasting rooms, and inns - are keeping pace. Put a trip here on your short list."

**"Western Wine Awards 2008. Most Exciting New Wine Region: Paso Robles," SUNSET, September 2008**

"Paso Robles' small-town charm evokes a gentler, quieter California. With more than 170 wineries, however, El Paso de Robles, midway between Los Angeles and San Francisco, is also quickly becoming known as the home of the state's fastest-growing wine country, not to mention a mecca for foodies."

**Beth Fhaner, "Travel Day-Tripping: Paso Robles," WESTWAYS, September 2008**

"Paso Robles, America's hottest wine district ... though often overlooked by casual consumers, the region's wines have earned acclaim from critics and filled trophy cases with prestigious awards. If you've never popped the cork on something out of Paso, it won't be long now. This wine-producing region is the third-largest in California, after Napa and Sonoma, and the fastest-growing in the state. ... The region's emergence has prompted some to hail it as the 'next Napa,' which is meant as praise, even if it makes Paso vintners cringe. Every appellation prides itself on its uniqueness. While Napa built its name on burly Cabernets, Paso Robles rests its laurels on Rhône varietals: Grenache, Mourvèdre, and especially Syrah, a versatile grape that flourishes in Paso's alluvial soil."

**Josh Sens, "Que Syrah, Syrah," Outside's GO Magazine, August/September 2008**

"Mention Paso Robles to some people and they only remember the town as that Highway 101 skirts. ... Not any more. In the last few years ... Paso Robles has become a destination for wine lovers. ...The entire Paso Robles area is refreshingly casual. Dogs at tasting rooms are plentiful and there is seldom a fee for tasting even the most coveted wines. Keep in mind that this region has embraced the making of fine wine, and now fine dining and lodging as well, with a serious passion. Yet what makes a visit to this somewhat distant spot such a treat is the fact the locals...seek to improve and to change, but not at the price of their heritage. As a place to spend a weekend, or even longer, it is very hard to improve upon."

**Charles Neave, "Destination: Paso Robles. New energy transforms an old wine region," NAPA VALLEY REGISTER, April 11, 2008.**



"The Central Coast continues to be an enormous work in progress with many new vineyards as well as some emerging superstars. Yet, by and large, it reveals more promising potential than current day sizzle. There is no question that some fabulous terroirs exist in this area from such older, more established regions as Paso Robles and the Santa Ynez Valley. Newer thrilling sites include the Santa Rita Hills and the limestone hillsides west of Highway 101. ... Having intensively tasted and studied these wines for a number of years, it appears to me that while single varietal wines can achieve special heights, the finest offerings tend to be blends, in the case of the Rhône Rangers, blends of Syrah with Grenache, Mourvèdre, and occasionally Petite Sirah. ... While the quality of the whites is still behind the Rhône Ranger reds, the potential for stunning blends of Marsanne, Roussanne, Viognier, and Grenache Blanc is undeniable, as evidenced by the dry whites from Linne Calodo ... and Tablas Creek. ... I suspect our government is going to break up the Central Coast into smaller appellations, which it certainly merits. This will help consumers understand one of the most exciting wine regions in the United States, if not the world."

**Robert M. Parker, Jr., "Recommended New Releases: California's Rhône Rangers (Primarily from the Central Coast)," THE WINE ADVOCATE, June 30, 2008.**

"Reporters are always on the lookout for the next new thing. ... So when I headed last month to Paso Robles - California's fastest-growing wine region - I had my headline already written: 'The New Napa.' ... 'People in Paso can't stand being labeled 'the new Napa' ... These are small-town folks who don't like commercialization or the whole hoity-toity thing. When you walk into the wineries here, nine times out of 10 you're dealing with the people who own them, the people who are coming in from the vineyard and washing their hands before they pour you their wine. That doesn't happen too often in Napa."

**Lori Rackl, "Travel: 'New Napa'? Not," CHICAGO SUN-TIMES, June 18, 2008**

"Two hundred thirty-five miles southeast of Napa and 90 miles north of trendy Santa Ynez Valley (glorified in Sideways) lies one of America's last wine secrets: Paso Robles, California. ... Paso has blossomed into a full-fledged wine region ... Hot days and cold nights give the Zinfandels, Cabernets and Syrahs produced by top wineries ... good acidity and a deep, almost opaque color."

**Claire Martin, "Travel: New Wine Vacations. From India to Patagonia, vintners are breaking ground in some surprising, and adventure-friendly, locales," MEN'S JOURNAL, May 2008.**

"(Paso Robles ) is one of the newest getaway spots on California's map. ... What wine enthusiasts get so excited about is the vast diversity of soil and climate conditions that can be found within the relatively small boundaries of Paso Robles, and also the huge temperature swings that challenge the vines."

**Jolene Thym, "Paso Robles ripe and ready. Wineries turn slumbering cowtown into cool getaway," OAKLAND TRIBUNE, January 9, 2008**

"Vintage 2005 provides the perfect opportunity for exploring the diverse terroir expressions of California's Central Coast ... One of the more intriguing aspects of the Central Coast is the fact that ... there are many instances where multiple producers work with fruit from the same vineyard. Wine lovers can thus actually search for, and identify, individual vineyard expression, as has been the case for generations in many Old World regions."

**Josh Reynolds, "Focus on the Central Coast," STEPHEN TANZER'S INTERNATIONAL WINE CELLAR, November/December 2007**

"In a decade, Paso Robles has transformed from a well-situated pit stop for motorists plying Highway 101 (with wineries scattered among cow pastures) to the fastest growing wine appellation in California. Is it destined to become the next Napa? Not if locals can help it. ... Paso, at its core, is still dressed-down wine country - without the less palatable notes of attitude and hypercommercialism."

**Andy Isaacson, "The Next Napa?" NATIONAL GEOGRAPHIC TRAVELER, November/December 2007**

"Many of the vineyards and wineries of California's Central Coast are still young, but their potential to produce great Pinot Noir, Chardonnay, and Syrah is enormous. In a decade, the top viticultural areas of Santa Barbara, the Santa Rita Hills, and the limestone hillsides west of Paso Robles will be as well known as the Napa and Sonoma Valleys."

**Robert M. Parker, Jr., "A Taste of California's Future," BUSINESS WEEK, August 7, 2006**

"The wineries, which range from extremely fancy to winsomely down-home, are the best reason to visit the area, and if you like full, rich wines, you'll be well rewarded. Rhône varietals excel, as does Zinfandel."

**James Rodewald, "Now: Napa Next: Paso Robles," GOURMET, December 2005**

