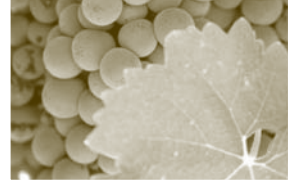


PASO ROBLES WINE COUNTRY

DISTINCT AND DIFFERENT



distinct. different.

- Centrally located halfway between San Francisco and Los Angeles along California's Central Coast.
- Largest and most diverse wine region in California – distinct soils, many microclimates, unique topography.
- Fastest growing American Viticultural Area (AVA) in California: 26,000 vineyard acres and more than a five-fold increase over the past decade from 35 to over 180 bonded wineries ranging from nationally distributed, mid-size to boutique.
- Greatest diurnal (day to night) temperature swing (typically 40 to 50 degrees during the growing season) of any appellation in California due to cooling marine air of Pacific Ocean.
- One of the longer and most consistent growing seasons for wine grapes in California, giving Paso Robles vines plenty of time to produce fully mature fruit, while overnight cooling keeps the grapes' acid chemistry in balance.
- More calcareous soils than any other California AVA.
- Zinfandel, the heritage wine grape variety.
- Cabernet Sauvignon, the AVA's largest planted wine grape variety with diversity of distinct gold medal winning styles found throughout the region.
- California's "Rhône Zone," an important AVA for premium Syrah, and largest coastal acreage of Syrah, Viognier, and Roussanne in California.
- Known for its proprietary Paso Robles blends – innovative Bordeaux, Rhône and Zinfandel blends.
- An estimated 58 percent of Paso Robles wine grapes are sold to wineries outside the area, making them the secret ingredient in other California wines.

