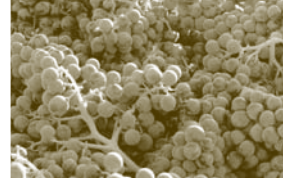


PASO ROBLES WINE COUNTRY ALLIANCE

The Paso Robles Wine Country Alliance - www.pasowine.com - is responsible for marketing and promotional programs designed to strengthen brand awareness locally, regionally and nationally, and attract wine enthusiasts to Paso Robles Wine Country. Focusing on both grower and vintner interests, Wine Country Alliance efforts include trade and consumer outreach, media relations and visits, buyer tours, educational and research programs to ensure quality wine grape growing and wine production, legislative monitoring and support of the Wine Institute's international outreach programs. The Alliance also partners promotions and activities with the Wine Institute, California Winegrape Growers (CAWG), Central Coast Vineyard Team (CCVT), Family Winemakers and Zinfandel Advocates & Producers (ZAP). The Alliance represents nearly 500 members, including wineries, wine grape growers, hospitality partners and related associate businesses. In addition to four annual consumer events that showcase the region, the organization produces an annual Tour Brochure and annual Membership Directory, The Wine Country News, and The Cluster Times-Herald (a quarterly newsletter for the Wine Country Alliance's ambassador program). Starting in 2005, the Wine Country Alliance initiated a national market tour to promote Paso Robles Wine Country. These national Grand Tastings target trade and media in top tier U.S. markets - to date: Atlanta, Austin, Boston, Chicago, Dallas, Denver, Ft. Lauderdale, Houston, Kansas City, Los Angeles, New York, Orange County, San Antonio, San Diego, San Francisco, Seattle, St. Louis, Tampa and Washington, D.C. - with an average of 30 participating wineries who showcase quality wines of the region.



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ANNUAL EVENTS

The Paso Robles wine community works together to welcome wine enthusiasts throughout the year with four annual events that focus on the region.

- **Paso Robles Zinfandel Festival**, a celebration of Paso Robles' heritage grape and the second largest Zinfandel tasting in the world, is held the third weekend in March. The Grand Tasting, held on Saturday evening, spotlights locally produced Zinfandels and a collectible Winemakers Master Zinfandel Blend that is only available at the live auction. The Zinfandel Festival kicks off Friday afternoon with a RESERVE event featuring barrel sample and reserve tier wines. A portion of proceeds from the annual live and silent auction Saturday benefits local vineyard workers and their families with health, education and social services.
- **Paso Robles Wine Festival** garners both regional and national attention as the largest outdoor wine festival by a single wine region in California with over 6,000 tickets typically sold. The event, held annually at the Paso Robles City Park on the third Saturday of May, offers wine enthusiasts the opportunity to taste wine from more than 80 Paso Robles wineries and to enjoy the region's epicurean delights including organic, sustainable and artisanal foods. The festival kicks off Friday afternoon with RESERVE, a special event offering a tasting of barrel, reserve and library wines and a live and silent auction, with a portion of proceeds benefitting local vineyard workers and their families with health, education and social services. The entire weekend is framed by individual events by over 100 of the area's wineries.
- **Harvest Wine Weekend**, held the third weekend in October, provides an opportunity for consumers to enjoy self-guided tours of wineries who celebrate the vintage with a cornucopia of activities, including special winemaker dinners, exclusive barrel samples, seminars, barbeques, live music and winery tours.
- **CRAVE** - A Paso Robles Wine Experience. A new event in 2008, CRAVE targets the "millennial" demographic (ages 21-29) - the next generation of wine consumers - with an educational and fun varietal wine tasting experience with 65 wineries participating in a contemporary lounge-like atmosphere.

