

WHAT WINE EXPERTS ARE SAYING ABOUT PASO ROBLES WINE COUNTRY



distinct. different.

"Picking our Top 100 wines was difficult enough. Whittling those down to an elite 10 was really tough – especially because we want them to pair exceptionally well with food. To be chosen, a wine also had to be an outstanding representative of what the varietal can do. ... Our 10 chosen wines have a fine balance of fruit ripeness, acidity, alcohol and tannins. No one element is out of place or overwhelms another. It's this balance that helps make these wines food friendly, and inspires the dishes that complement them. (With Spiced Braised Beef Short Ribs, 2004 Peachy Canyon Especial Paso Robles Zinfandel.)"

Lynn Char Bennett, "Wine Pairings: Incredible Edibles for the best of the best ("Top 100 Wines of 2006"), San Francisco Chronicle, December 4, 2006

"In a recent survey conducted by The California Wine Club, Paso Robles American Viticultural Area was selected as the next up-and-coming California wine region. ... 'Paso Robles has quickly become one of the rising stars in California winemaking.' says Bruce Boring, co-founder and owner of The California Wine Club. 'When my wife Pam and I travel across California's wine regions searching for the next gem, we're always amazed at the terrific wines and wineries in Paso Robles.'"

Business Wire, November 28, 2006

"It was wine tasting with wigs that drove the point home: the vintners of Paso Robles are a bit unusual, or maybe eccentric. But after tasting the wines from across this relatively undiscovered wine region of California, I felt that eccentric they may be, but they make good wine."

Maria Smith, "Fresh route in wine country," Dallas News, November 16, 2006

"San Luis Obispo county ... is on the development fast track. It's in the middle of the last semi-rural stretch of central California coastline, and it's also home to the state's rising star of wine production, Paso Robles, where even French vintners are buying property."

CNN Money.com, October 25, 2006

"...L'Aventure's 2004 Cabernet Sauvignon Estate (95+) could pass for a California version of the 2003 or 2005 Mouton Rothschild ... the blockbuster 2004 Estate Cuvee (98) reminded me of the 2005 L'Evangile ... on steroids. A wine that must be tasted to be believed."

Robert M. Parker, Jr. "California Rhône Rangers," Wine Advocate, August 28, 2006

"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

"Centered on the small, attractive town of Paso Robles, this region has a long association with wine and hot mineral water spas. Interest in the spas has cooled, and now it's the wine that's hot. The region's 100 wineries – many opened in the last decade – are dominated by Cabernet Sauvignon, Merlot, Chardonnay and Zinfandel, but most of "le buzz" about Paso (as locals call it) focuses on Syrah and Rhône blends."

Rod Phillips, "Paso Robles," Wine Access, Summer 2006

"The good news for us is that Paso Robles is still relatively undiscovered, which means the wines aren't fetching the premium prices of Napa and Sonoma wines, and the quality level is almost uniformly high."

Wes Marshall, "Liquid Assets The next Napa" The Austin Chronicle, December 23, 2005

"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

"You won't find celebrity winemakers or vanity vineyards in Paso Robles This sleepy central California wine region is one of the last frontiers, a rugged terrain where the winemakers are farmers, experts, and mavericks who saw an opportunity and staked their claim. They're making big red blends that break all the rules – think Syrah and Zinfandel – and the wines are emerging as some of the best, most interesting reds being produced in California."

Malachy Duffy, "The Paso Robles Connection," Bon Appetit, October 2005

"Paso Robles in particular is in the midst of a grape growing boom, led by a handful of young winemakers who are crafting rich and satisfying wines from Rhône Valley varieties."

Stephen Tanzer, "Focus on California's Central Coast," International Wine Cellar, July/August 2005

