



FOR IMMEDIATE RELEASE

Annual Paso Robles CAB Camp Goes Virtual

Paso Robles CAB Collective embraces a shift to technology to achieve educational initiatives

May 13, 2020 (Paso Robles, Calif.) – The [Paso Robles CAB Collective](#) (PRCC), announced its annual CAB Camp has gone virtual through collaborations with [SommFoundation](#), the [Global Diagram of Wine](#) and [The SOMM Journal](#). [CAB Camp's Virtual Enrichment Trip](#), provides participants a deep dive into the Paso Robles AVA (American Viticultural Area) and its most widely planted varieties, Cabernet Sauvignon and red Bordeaux. Virtual CAB Camp, the first-of-its-kind, also provides access to a series of live [panel discussions](#) with the winemakers and their wines.

The annual CAB Camp, a juried selection of sommeliers and wine buyers from across the country, is traditionally a three-day immersion trip to the region. This year's Virtual Enrichment Trip enables Campers to still have an immersive experience with the region, its winemakers and wines, while staying safe at home. In addition to a virtual trip through the Paso Robles region via the Global Diagram of Wine presentation, Campers were provided with wine samples for the four live panel discussions.

“Given the current travel restrictions, this campaign created an ideal opportunity for the Paso Robles CAB Collective to continue its mission to introduce trade, media and consumers to the full potential of Cabernet and red Bordeaux varietals from Paso Robles,” said Executive Director, Linda Sanpei. “This exceptional collaboration, along with the support of our sponsors, enables the PRCC to share the unique attributes and noteworthy wines from this region,” continued Sanpei.

The Global Diagram of Wine, developed by Greg Van Wagner, is a 3D experience where one can view an entire region or zoom in on a single vineyard, down to the meter. The platform showcases regional overview of history, laws, vintner profiles, topography, climate variability, soils types, and more. "Virtual wine country travel provides the next-best-thing to being there," said Van Wagner.

"SommFoundation is thrilled to work with the PRCC on this project. During these difficult times, with travel shut down and so many uncertainties for our industry, we are finding creative ways to continue our mission to assist aspiring beverage professionals to achieve their full potential." Lynn Fletcher, Administrator, SommFoundation.

"With over half of the 41,000 acres of Paso Robles vineyards planted to Cabernet and Bordeaux varietals, it's evident that these varieties represent the future of the region. Through CAB Camp, we're witnessing the remarkable evolution of the quality of wines from Paso Robles," said Editor-in-Chief, Meridith May, *The Somm Journal* and *The Tasting Panel Magazine*.

The shift to a digital format affords the PRCC to invite additional participants, sponsors and fans to participate through [Facebook Live](#) and will be hosted to the CAB Collective's [YouTube channel](#) for later viewing. Upcoming sessions include: [FAB Five](#), May 13, 2-3:30 PM PST; [Cabernet Sauvignon](#), May 18, 2-3:30 PM PST; [Red Bordeaux Blends](#), May 20, 2-3:30 PM.

The PRCC is a grassroots non-profit organization dedicated to promoting the full potential of the Paso Robles AVA in producing superior-quality Cabernet Sauvignon and red Bordeaux varietal wines. The distinguished members of the Paso Robles CAB Collective are: [Adelaida Vineyards & Winery](#), [Allegretto Vineyards & Wines](#), [Ancient Peaks Winery](#), [Austin Hope & Treana Tasting Cellar](#), [Brecon Estate](#), [Calcareous Vineyard](#), [Cass Vineyard & Winery](#), [Castoro Cellars](#), [Chateau Margene](#), [DAOU Vineyards & Winery](#), [Eberle Winery](#), [Glunz Family Winery & Cellars](#), [Hearst Ranch Winery](#), [J. Lohr Vineyard & Wines](#), [JUSTIN Vineyards & Winery](#), [Niner Wine Estates](#), [Opolo Vineyards](#), [Pomar Junction Vineyard & Winery](#), [Riboli Family of San Antonio Winery](#), [Sextant Wines](#), [SixMileBridge](#), [The Farm Winery](#), and [Vina Robles Vineyards & Winery](#).

The sponsors of the Paso Robles CAB Collective are: Title Sponsor [Smurfit Kappa](#), and [The Somm Journal and The Tasting Panel Magazine](#), [Filipponi & Thompson](#)

[Drilling](#); [Saxco International](#), [Farm Credit West](#), [The Bottle Meister](#), [Borjon Auto Center](#), [Saver Glass](#), [Boneso Brothers Construction](#), [Allegretto Vineyard Resort](#), [World Cooperage](#), [Martin Resorts](#), [Seguin Moreau](#), [Tonnellerie Sylvain](#), [Vinventions](#), [Portocork](#), [Glenn Burdette](#), [Bergin Screen Printing & Etching](#), [Encore Glass](#), [Martinez Farming](#), [Vintrace](#), [Sanitary Stainless Welding](#), [Demptos Napa Cooperage](#), [ETS Laboratories](#), [Vineyard Professional Services](#), [Wonderful Nurseries](#), [Lafitte Cork & Capsule](#), [G3](#), [French Camp Vineyards](#), [Longcrier & Associates](#), [Amcors](#), [IGGPRA](#), [Cork Supply](#), [Moss Adams](#) and Patricia Diane Vineyards.

ABOUT THE PASO ROBLES CAB COLLECTIVE

Formed in 2012, the Paso Robles CAB (Cabernet and Bordeaux) Collective (PRCC) is an independent collaborative effort of leading Paso Robles growers and producers of Cabernet and red Bordeaux varietals specific to the Paso Robles AVA in California. The PRCC strives to promote to trade, media and consumers the full potential of the Paso Robles region in producing superior quality, classic and age-worthy Cabernet and red Bordeaux varietals that compete on a global stage. For more information, please visit pasoroblescab.com.

###

CONTACT:

Linda Sanpei

Linda@parkersanpei.com

805.550.9150