

# PASO ROBLES

## WINE COUNTRY ALLIANCE

### History

- Paso Robles American Viticultural Area (AVA) was established in 1983 with 17 wineries and 5,000 vineyard acres
- Zinfandel is the region's heritage wine grape variety first planted in the late 1880s

### How Many

- 200+ wineries
- 77% produce less than 5,000 cases
- 95% family owned
- 614,000 total acres in the AVA
- 40,000 planted vineyard acres

### Sense of Place (aka Terroir )

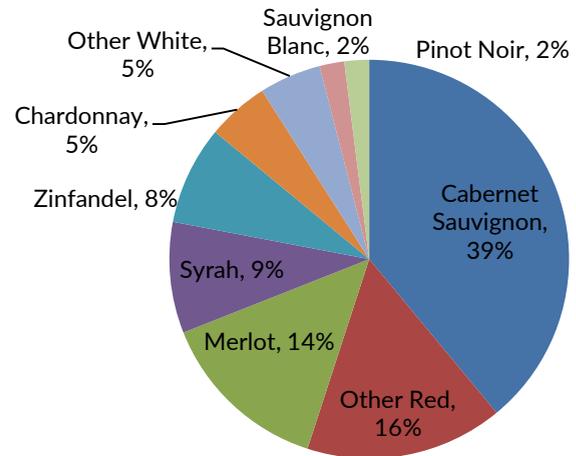
- 3<sup>rd</sup> largest and most diverse region in CA
- 30 distinct soil series
- Many microclimates
- Varying topography
- Greatest diurnal (day to night) temperature swing (typically 40° - 50° during the growing season) of any appellation in CA due to maritime influence of the Pacific Ocean
- One of the longest and most consistent growing seasons for wine grapes in CA, giving vines plenty of time to produce fully mature fruit, while overnight cooling keeps the grapes' acid chemistry in balance
- The most calcareous and siliceous soils than any other CA AVA (acts as sponge, retaining water throughout the season)

### Resources

- Annual Visitor's Guide
- Pasowine.com
- Advanced filter on pasowine.com by amenity, variety, atmosphere, tasting fee, average bottle price, days open and holiday hours
- Chamber Visitor Center (1225 Park Street)

### Varieties

- Most planted: Cabernet Sauvignon and other Bordeaux varieties (Merlot, Cabernet Franc, etc.): 55%
- Important AVA for Rhone varieties: Syrah, Grenache, Mourvedre, Viognier, etc.
- Largest coastal acreage of Syrah, Viognier, and Roussanne in CA
- Known for proprietary Paso Robles blends – innovative and non-traditional blends of Bordeaux, Rhône, Zinfandel and Spanish varieties



### Annual Events

#### BLENDFEST ON THE COAST

- Jan-Feb, in partnership with coastal TBIDs
- Celebration of blends

#### VINTAGE PASO: Zinfandel

- Third weekend in March
- Pays tribute to Paso's heritage varietal
- 100+ wineries offer special events

#### WINE FESTIVAL

- Third weekend in May
- Celebration of everything Paso Robles Wine
- One of largest outdoor wine festivals in CA
- Four days of events, including Grand Tasting

#### HARVEST WINE WEEKEND

- Third weekend in October
- Celebrates the annual wine grape harvest
- 100+ wineries offer harvest themed events



## Seasons

### SPRING

- Grapevines wake from long winter slumber
- In early March, new buds burst open and push tiny green shoots into the mild spring sunlight, signaling budbreak
- During the day, vineyard crews perform skillful hand work, tying and training vines to the wire trellis systems stretched above the grapevine rows. They'll tend these vines and shoots throughout the season to ensure that they receive sufficient sunlight and air.

### SUMMER

- By June, grape clusters have appeared on the vines, and the foliage of the leafy canopy reaches toward the sky, sprawling out in all directions
- Abundant sunlight gives the grapes the warmth they need to ripen, while cool evening temperatures maintain the grapes' natural acidity, for wines of ideal balance
- "Veraison", when grapes begin to soften and take on color, usually occurs around the first of August

### FALL

- It's harvest time!
- Grape clusters hang heavy on the vines, bursting with flavor
- Winemakers check and re-check sugar levels in the juice, anticipating just the right balance that will signal the start of picking
- Grapes are often harvested during the early morning hours, before the day heats up and causes sugar levels to rise in the fruit
- The winemaking process begins
- Vines' leaves display the fall colors of gold and orange

### WINTER

- Wines rest in tanks and barrels
- Rains return to refresh and replenish after the long, dry summer season
- From late November through February, the vines have lost their leaves and gone into dormancy
- Bottling previous vintages



## Wine Math

- 1 Ton of Grapes = approx. 700 bottles
- 1 barrel = 25 cases  
60 gallons  
300 bottles
- 1 case = 12 bottles  
2.378 gallons
- 1 bottle = 5 glasses  
750 ml  
1/5 of a gallon



## Transportation

101 Wine Tours

805.874.2675, [www.101winetours.com/](http://www.101winetours.com/)

Breakaway Tours & Event Planning

805.783.2929, [www.breakaway-tours.com](http://www.breakaway-tours.com)

Central Coast Food & Wine Tours

805.400.9054, [www.centralcoastfoodtours.com](http://www.centralcoastfoodtours.com)

Central Coast Jeep Tour Adventures

805.296.3165, <http://ccjta.com/>

Designated Wine Driver

805.674.7809, [www.designatedwinedriver.com](http://www.designatedwinedriver.com)

Grapeline Wine Tours, Paso Robles

805.286.3978

[www.gogrape.com/paso\\_robles](http://www.gogrape.com/paso_robles)

Lush Limousine Services

805.226.5558, [www.lushlimo.com](http://www.lushlimo.com)

Niche Wine Tours

608.235.7666, [www.nichewinetours.com](http://www.nichewinetours.com)

The Wine Line

805.610.8267, [www.hoponthewineline.com](http://www.hoponthewineline.com)

Uncorked Wine Tours, Inc

805.459.4500, [www.uncorkedwinetours.net](http://www.uncorkedwinetours.net)

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