

What the Wine Experts are saying about PASO ROBLES, CALIFORNIA

California's Central Coast will rule America

"Look for wines from California's Central Coast..to take their place alongside the hallowed bottlings of Napa and Sonoma valleys. No viticultural region in America has demonstrated as much progress in quality and potential for greatness as the Central Coast,.."

Parker, Robert M. "Parker Predicts the Future." Food & Wine Oct. 2004.

*"Discovery is part of wine connoisseurship, and much of the Central Coast still seems like a vast vinous adventure land, ... It is north [...], only a half dozen or so miles from the Pacific Ocean, where prolific growth has occurred in the limestone hillsides west of **Paso Robles**. [...] It is not too far fetched to say that within a decade all of these sectors will be as prestigious and hallowed a viticultural region as Napa and Sonoma."*

Parker, Robert M. "California's Rhone Rangers: Better and Better." The Wine Advocate 154 31 Aug. 2004: 2.



*"Miss the quaint old Napa? The little vineyard whose owner might himself be your host at an inn? Look south, down the coast. Midway between San Francisco and Los Angeles lies **Paso Robles**, with most of the winemaking potential of Napa but almost none of the traffic jams."*

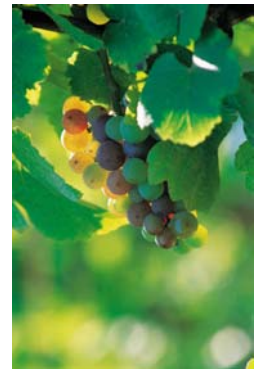
Farhnam, Alan. "The Next Napa." Forbes Life 20 Jan. 2003: 114-16.

"Paso isn't Napa yet. But that's one of its prime virtues."

Farhnam, Alan. "The Next Napa." Forbes Life 20 Jan. 2003: 114-16.

*"The sprawling **Paso Robles** appellation encompasses numerous climatic zones. Annual rainfall varies from 10 to 40 inches, and summer temperatures can range 60 degrees in a single day. Plus, with several earthquake faults in the area, there is considerable variation in soil types. Add it all up [...] and you have something special."*

Jaffe, Matthew. "Vines in the wild." Sunset Magazine Oct. 2003: 30-34.



"This is the sleeping giant of California fine wines."

Jaffe, Matthew. "Vines in the wild." Sunset Magazine Oct. 2003: 30-34.

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"Like it or not, the Central Coast is the future of fine wine in California."

Jaffe, Matthew. "Vines in the wild." Sunset Magazine Oct. 2003: 30-34.

*"The diverse microclimates, soil types, and topography of this region [**Paso Robles**] are perfect for growing high quality Zinfandel, Cabernet Sauvignon, Merlot, Chardonnay and Sauvignon Blanc. Also enjoying success in this soil are Petite Sirah, Syrah, and other Rhone varietals. With cool winters and clear, hot summers cooled with coastal breezes in the evenings, the grapes seem to prosper in this 20,000-acre piece of heaven."*

Palmer, Sharon. "The Hidden Hills of Paso Robles." International Sommelier Guild 48 AJ Feb. 2002: 1-2.

*"One trend is to find large premium world-renowned wineries opening up sites in this region, such as [...] **Rabbit Ridge**."*

Palmer, Sharon. "The Hidden Hills of Paso Robles." International Sommelier Guild 48 AJ Feb. 2002: 1-2.



*"The wines coming from **Paso Robles** are also finding themselves highlighted in chic menus throughout Northern America."*

Palmer, Sharon. "The Hidden Hills of Paso Robles." International Sommelier Guild 48 AJ Feb. 2002: 1-2.

*"The Intense minerality of this wine [...], from chalky soil, has me utterly convinced that west-of-101 **Paso Robles** can become one of the world's greatest Syrah sites."*

Kramer, Matt. "My Wines of the Year." Wine Spectator 29 Jan. 2004
http://www.winespectator.com/Wine/Main/Feature_Basic_Template/0,1197,2029,00.html>.

*"It seems that much of the world these days is falling in love with **Paso Robles**. Napa's premier zinfandel cult winery, [...] has bought property in the area, as have such other North Coast luminaries as **Rabbit Ridge** [...]."*

Morris, Roger. "Falling in Love with Paso." Saveur Aug/Sept. 2003: 90-95.

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"The growing Rhone brigade often takes to the rippling Westside hills, laced with calcareous soil, which are regularly enveloped by cooling morning fogs from the Pacific."

Morris, Roger. "Falling in Love with Paso." Saveur Aug/Sept. 2003: 90-95.



"I think both Australia and California's central coast are much more fascinating [...] and thus I concentrate more time on these wines. [...] By the way, I predict that in less than 10 years, California's central coast will be right up there with Napa and Sonoma...!"

Parker, Robert. Wine Talk. 16 Jul. 2004
<<http://www.eRobertParker.com>>.

*Owner of Stephan Vineyards, Stephan Assco states, "His wines, [...] owe everything to the terroir – the substrate of limestone and clay similar to what one would find in the Rhone Valley. Grapes have a hard time growing here [**Paso Robles**], and that is paradoxically good: Less fruit means greater intensity of flavor. Whereas an acre in Napa might yield 6 to 8 tons, an acre here yields 2.5."*

Farhnam, Alan. "The Next Napa." Forbes Life 20 Jan. 2003: 114-16.

*"The cooler vineyard sites west of US 101 in the **Paso Robles** area [...] are producing fruit that is increasingly being handcrafted by top winemakers into very interesting wines."*

Parker, Robert M. "California's Rhone Rangers: Better and Better." The Wine Advocate 154 31 Aug. 2004: 2.

"The soil is limestone clay. The terrain is hilly. The climate is sunny and hot, but with dramatic nighttime swings in temperature. The conditions tend to be stressful for the fruit, but that only means small berries that produce intense flavors and dark coloring."

Eric Noland, AP "Paso Robles offers an unpretentious destination for wine lovers" USA Today.com 5 Oct. 2004

