

# WELCOME



**GLOBAL  
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# NOVEMBER 7, 2023

**WIFI**

**NETWORK:**

Marriott Bonvoy\_Conference

**PASSWORD:**

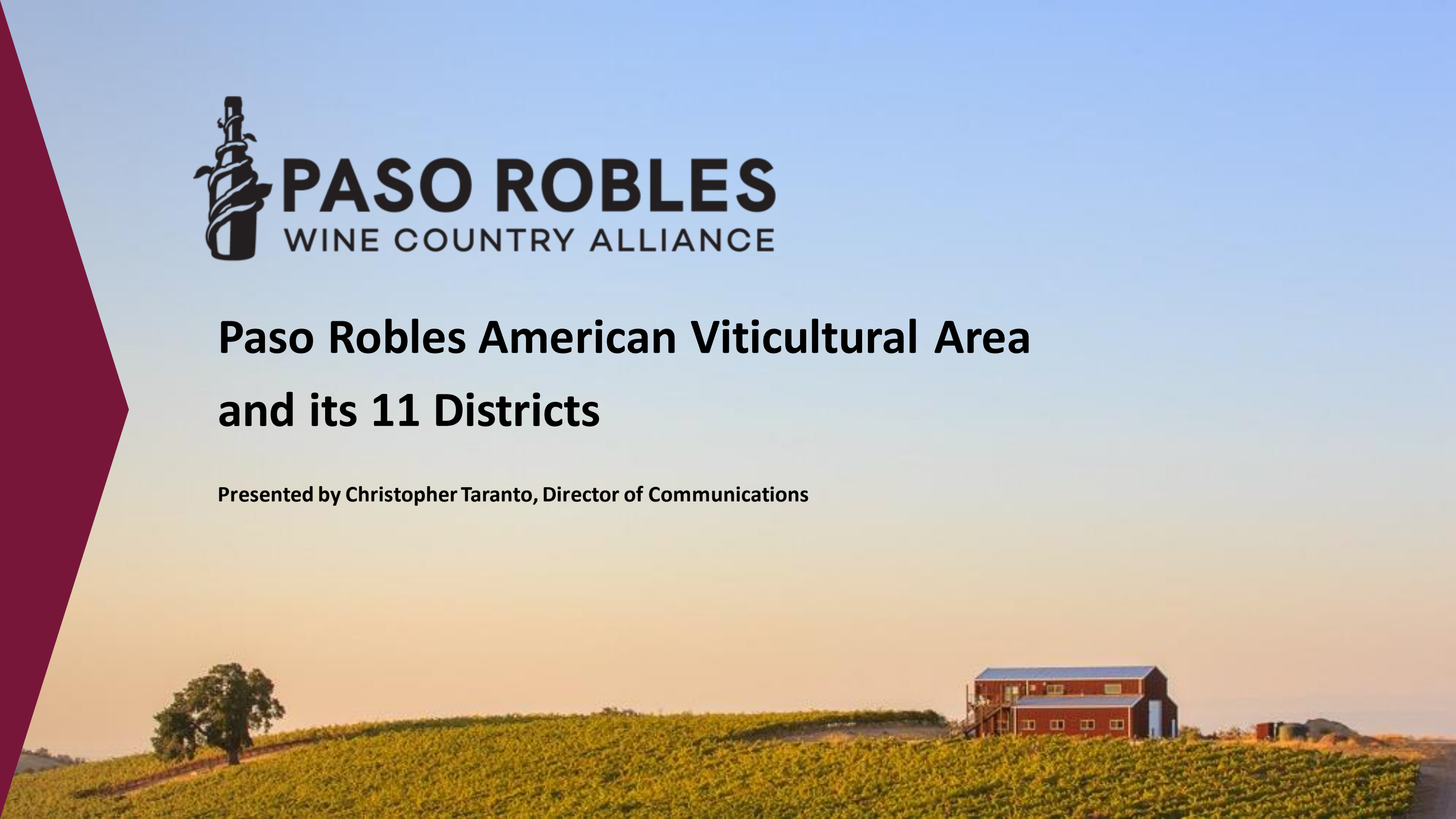
buycalifornia





# **Paso Robles American Viticultural Area and its 11 Districts**

**Presented by Christopher Taranto, Director of Communications**







# The Essentials

- Paso Robles means “Pass of the Oaks”.
- Entirety of the region is 243,000 hectares.
- 17,000 hectares under vine, 250+ wineries, 65+ different varieties grown.
- Large diurnal temperature swing at 20 - 30 degrees Celsius.
- 30 different parent soil series, primarily Calcareous.
- Known for diversity and ‘Paso Blends’.





# Tablas Creek Vineyard





# Ancient Peaks Winery





# AVA History

Paso Robles AVA was established in 1983 with 17 wineries and 2,023 vineyard hectares.

## 2007

- Independent AVA Committee submits petition to TTB proposing 11 sub-districts based on climate, soil and terrain differences.
- Conjunctive Labeling Law requiring region's wines to list "Paso Robles" first and prominently on labels.

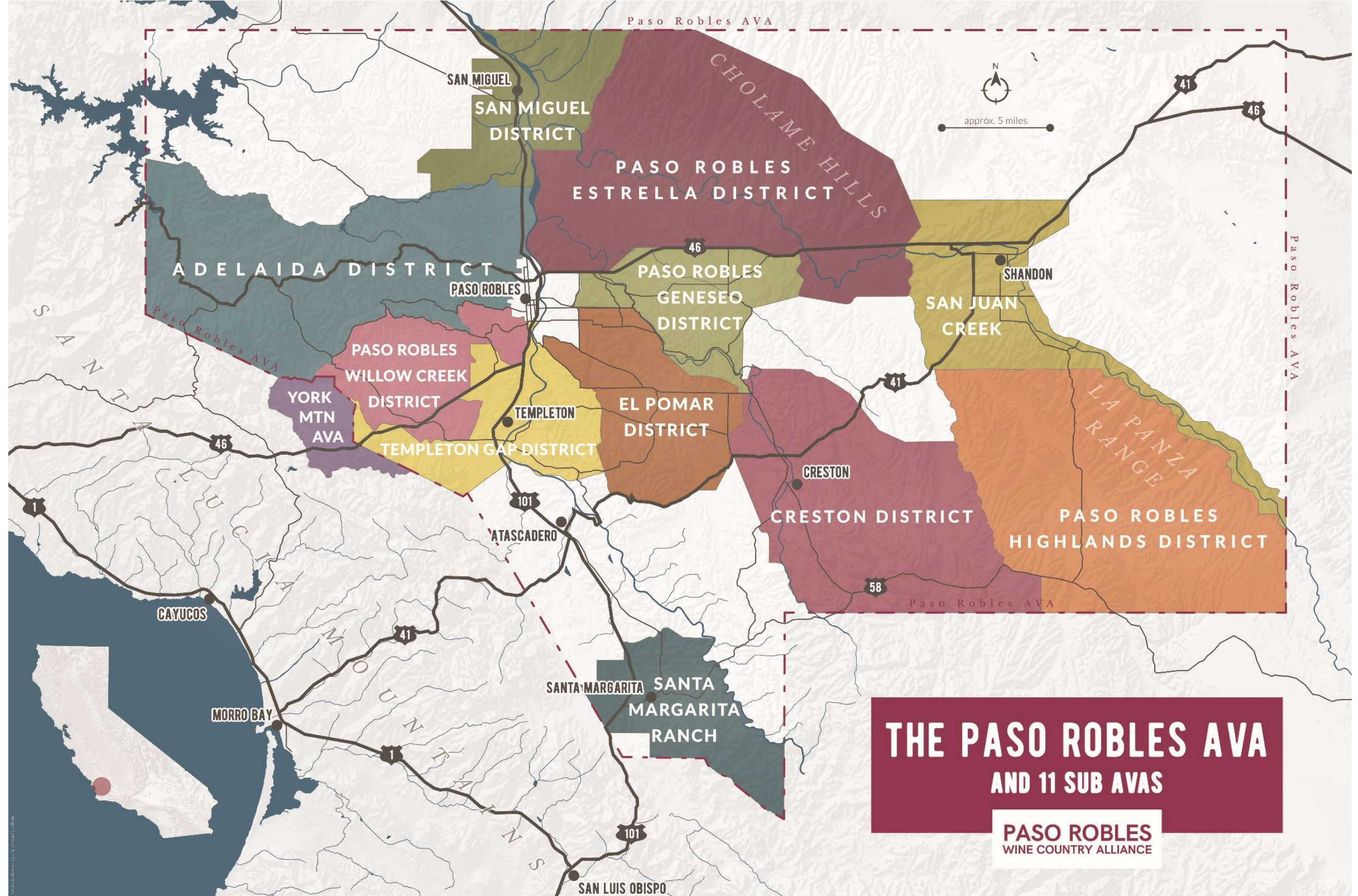
## 2014

- TTB Approves 11 Districts
  - Adelaida District
  - Creston District
  - El Pomar District
  - Estrella District
  - Geneseo District
  - Highlands District
  - San Juan Creek
  - Santa Margarita Ranch
  - San Miguel District
  - Templeton Gap District
  - Willow Creek District





# 11 AVAS OF PASO ROBLES











# PASO ROBLES

WINE COUNTRY



# Geographic Distinction

- Western Border is Six Miles from the Pacific Ocean.
- Diverse Landscape with Dry Riverbeds, Rolling Hills, Benches, Mountains, etc.
- Santa Lucia Mountains to the West, Cholame Hills / La Panza to the East.
- On the Pacific Plate with San Andreas Fault 30 Miles from Paso Robles.
- 27km East to West / 21km North to South.





# Santa Lucia Mountain Range



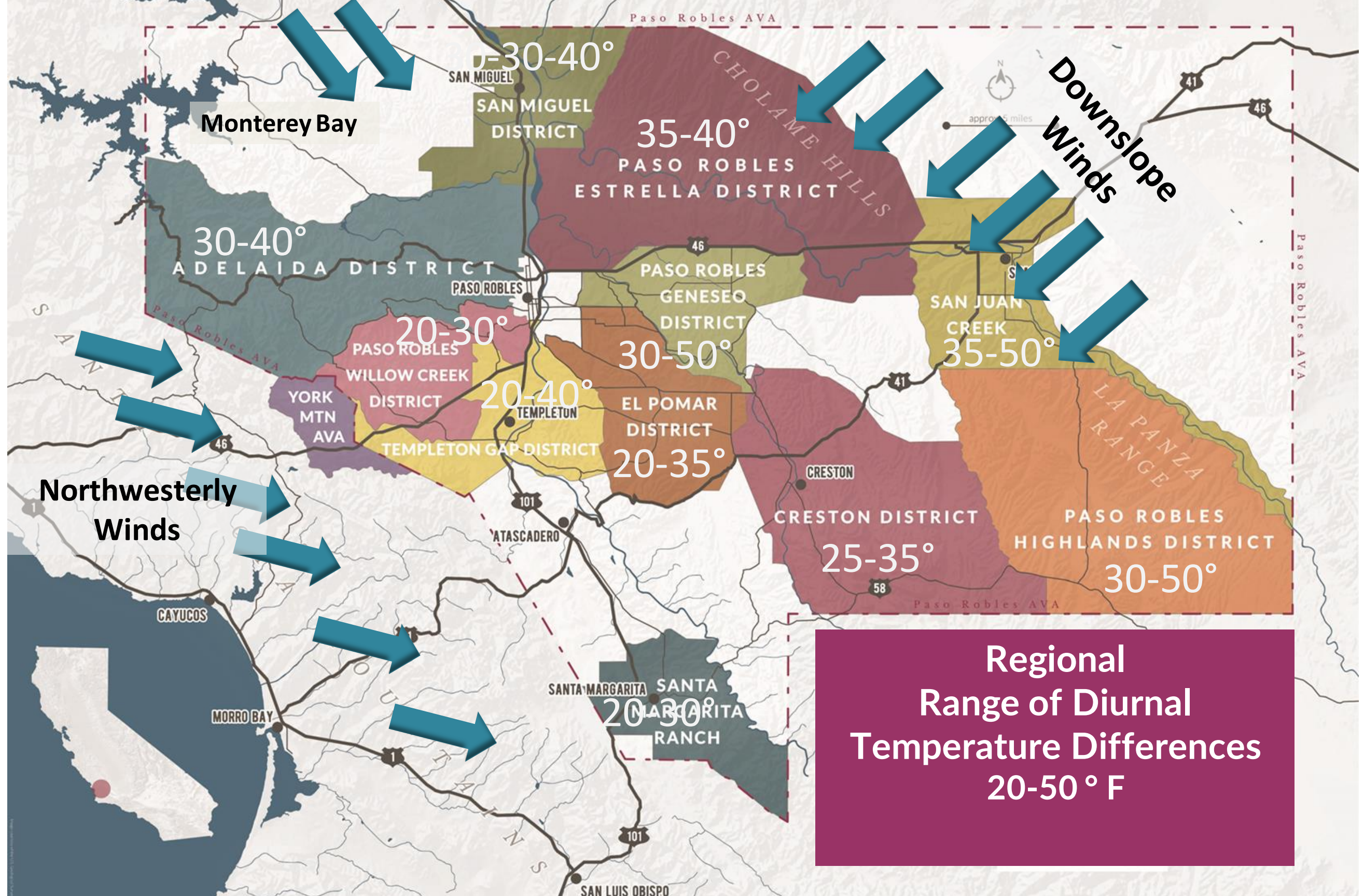


# Cholame Hills / La Panza Range





# NIGHTTIME COLD AIR SOURCES







# PASO ROBLES

WINE COUNTRY



# Hope Family Wines



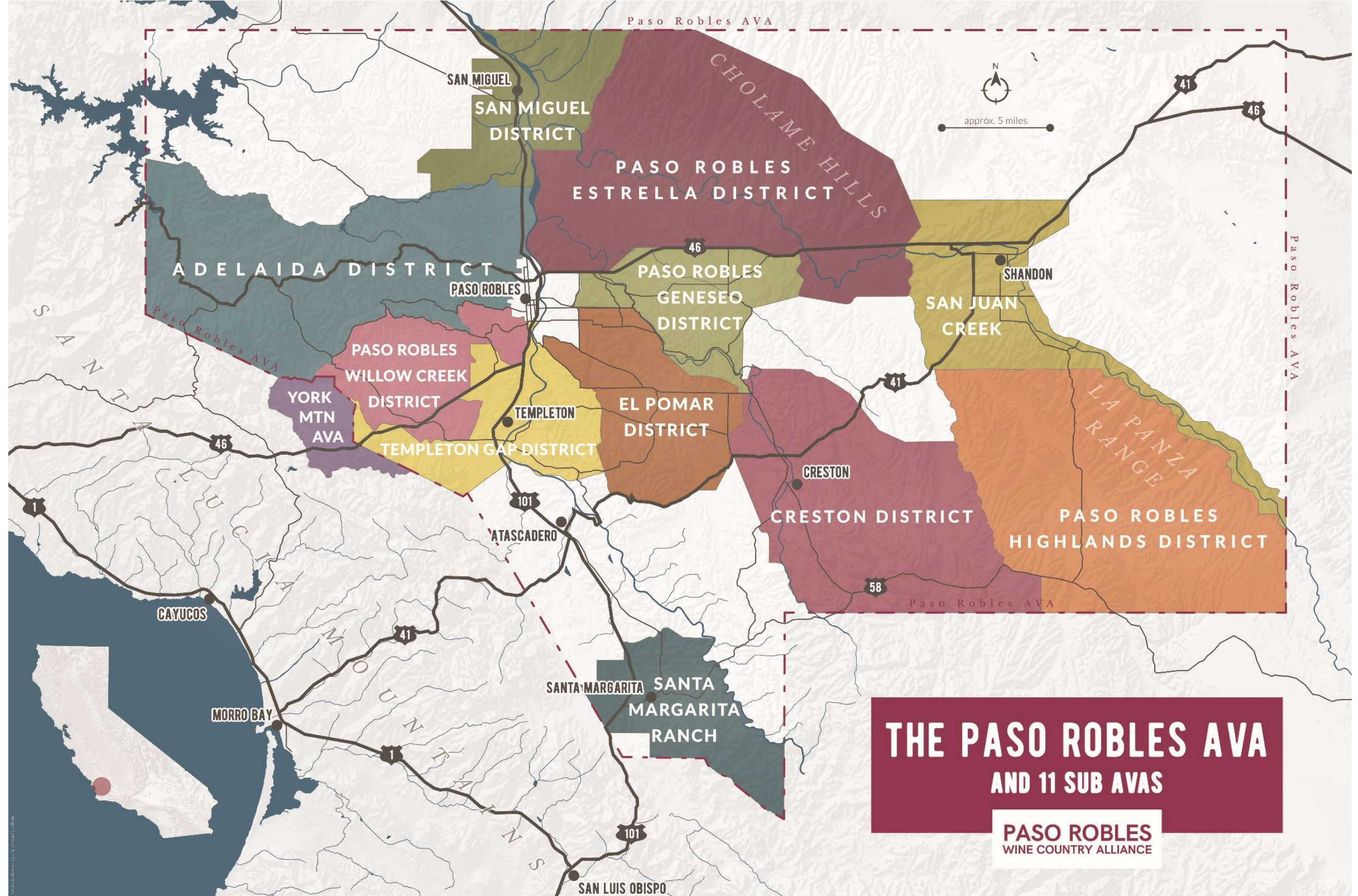


# Fulldraw Vineyard





# 11 AVAS OF PASO ROBLES





# Primary Soil Types of Paso Robles

## Calcareous/carbonate-rich

- Alkaline pH's (7.5-8.2) subsoils
- Marine sedimentary
- High calcium levels
- Low potassium and magnesium levels
- Retain moisture in dry months
- Good drainage during the wet season



## Clay

- High pH (7.5+)
- Good water retention
- Poor drainage
- Stays cool with deep fractures in the dry season
- Can also delay ripening, yielding a more acidic wine



## Sandy loam

- Medium acidic pH (5-5.8)
- Airy soil: tiny particles of weathered rocks typically found on fans, terraces, and within watershed areas
- Drains well, poor water retention
- Phylloxera resistant
- Often mixed in with clay



## Siliceous/silica-rich

- Acid to neutral pH's (5.5-7.0) subsoils
- Medium levels of calcium
- Low potassium and magnesium levels
- Good heat retention
- Good water retention during the growing season













# DAOU Family Estates





# J. Lohr Vineyards & Wines

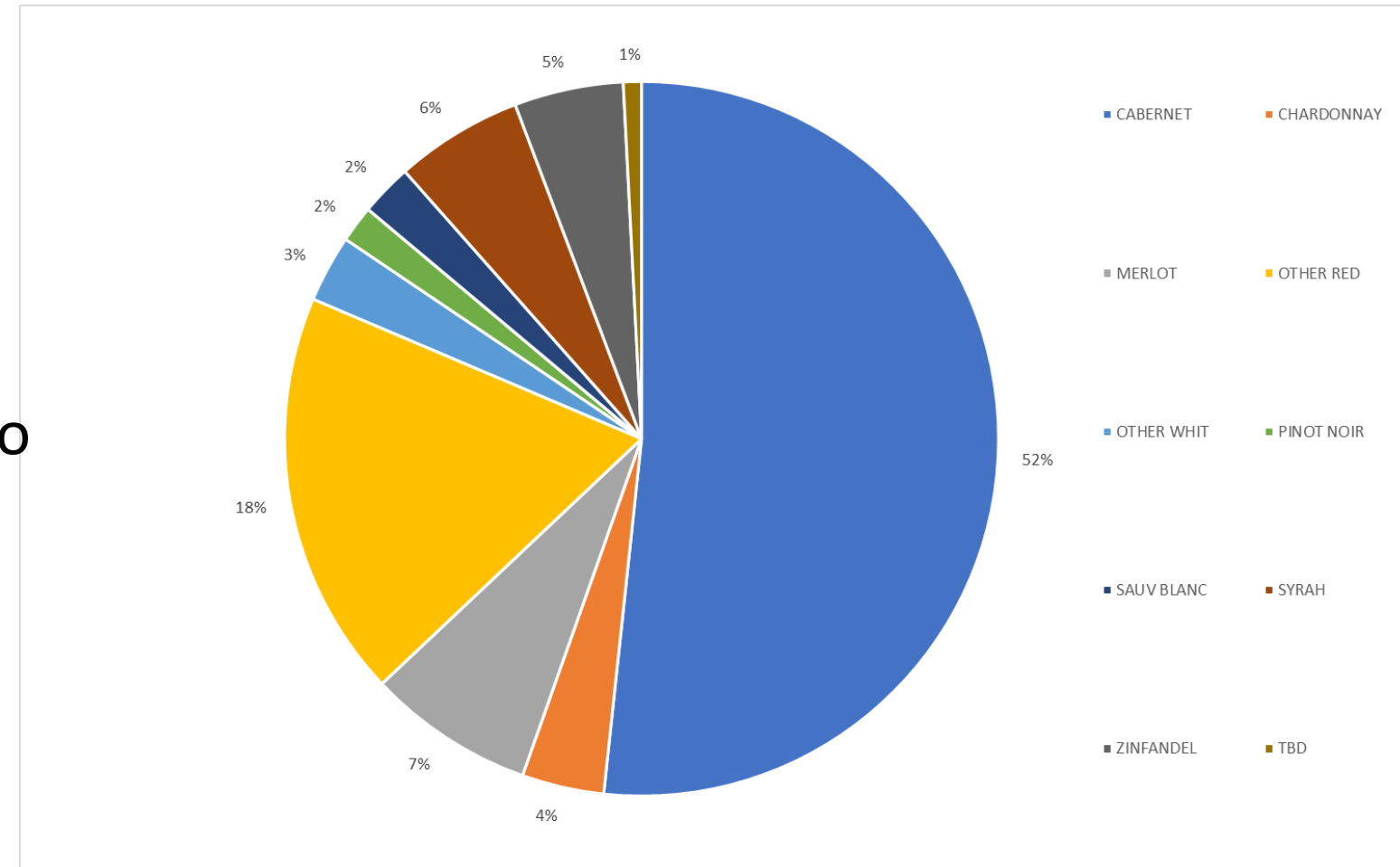
## Beck Vineyard





# GRAPE VARIETIES

- A region embracing diversity
- Zinfandel was the first grape planted in 1880's
- Cabernet Sauvignon and Bdx most planted
- Critical acclaim of Rhône varieties and 'Paso Blends'
- Italian and Spanish varieties growth
- 85% of Paso Robles wineries produce less than 8,000 cases



# CONTACT

## PASO ROBLES

### WINE COUNTRY ALLIANCE

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# AS ALIVE AS THE PLACE THEY'RE GROWN





