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Introduction


- Lucia Volk, PhD, CWE
- Wine Educator in the Bay Area
- Professor at SFSU
- Mindfulvine.com
- Favorite Wine: German Riesling



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Paso SWEbinar Outline:

- 1) Important Numbers and Dates
- 2) Sense of Place
- 3) Important Grape Varieties
- 4) Paso's Future



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3 Things to Remember

- 1) "cooler than you think"
- 2) "the most diverse wine region in California"



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Paso Robles AVA in Numbers

612,000 acres total, of which
40,000 are planted to vineyards.
200+ wineries and **120+** growers are cultivating
69 different grape varieties. Cases produced
 on average:

- J. Lohr - 1.7 mio
- Justin - 275,000
- DAOU - 25,000
- Saxum - 6,000
- 2/3 of producers - 5,000

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Paso Robles AVA in Numbers

<10 to >30 inches of rain falls annually.
30 types of soils exist across the AVA.
45 miles from east to west and **25** miles from
 north to south; at its closest **6** miles from the
 coast.
700 - 2,400 feet elevation and proximity to the
 Pacific can create up to
50 degrees of difference between average day-
 time and night-time temperatures.

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Paso Robles AVA Dates

1828: *El Paso de Robles* [Oaks Pass] first recorded

1869: Town of *El Paso de Robles* founded by Drury James (the uncle of Frank & Jesse James)

1882: Rancher Andrew York plants Zin at Ascension Winery



1920s: Italian immigrant families Pesenti and Dusi build homesteads and plant Zin

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Paso Robles AVA Dates

1970s: Dr. Hoffman plants Cabernet Sauvignon at Hoffman Mountain Range (now Adelaida AVA)

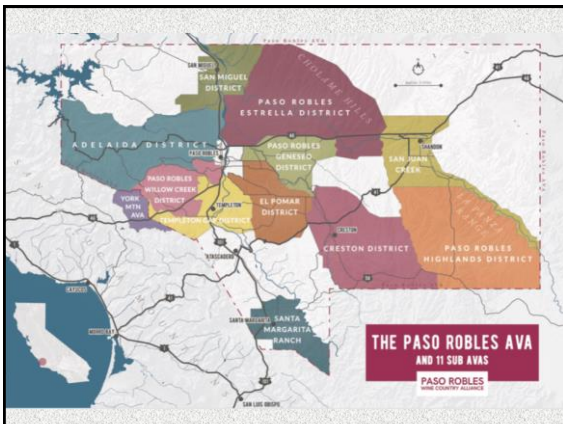


1983: Paso Robles AVA established, with 17 wineries (expanded in 1997 and again in 2009)

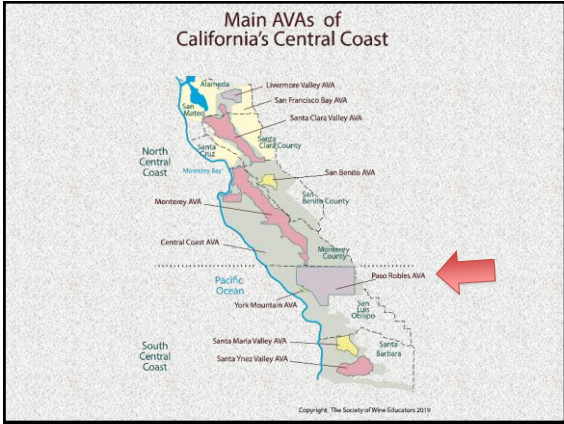
1990s: Rhône grape plantings increase

2013: 11 sub-AVAs approved & Wine Enthusiast Magazine's Wine Region of the Year 2013

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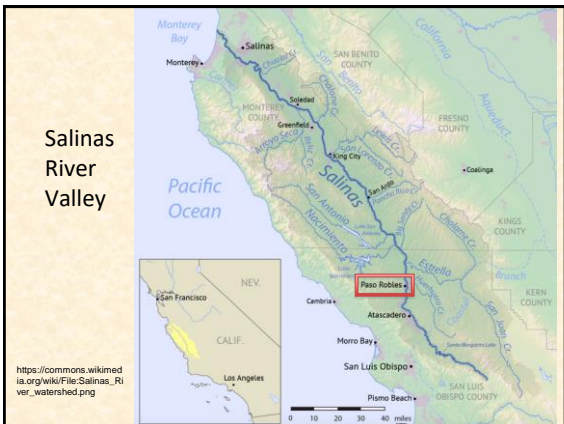
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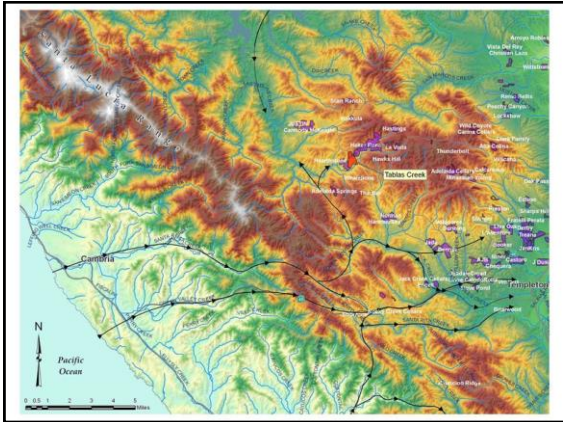
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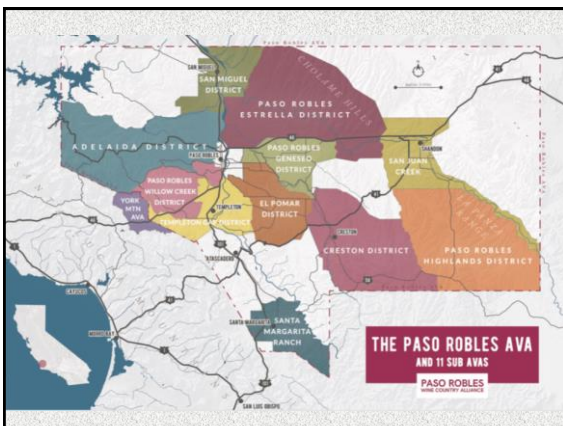


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Paso Robles covers Winkler Scale II to IV

- Templeton Gap funnels cool air into
 - Templeton Gap, El Pomar, and Willow Creek AVAs
- Cuesta Grade funnels Pacific air to
 - Santa Margarita Ranch AVA
- Inland valley temperatures are significantly warmer, yet up to 1,600 feet altitude guarantees diurnal temperature shifts in
 - San Juan Creek and Paso Robles Highlands AVAs

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Climate Classification for Vineyard Areas by A.J. Winkler and Maynard A. Amerine

APPLYING THE WINKLER SCALE

Different varieties of grapes are generally considered to best thrive in certain climate regions.

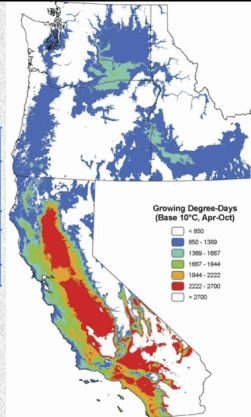
Region I	Coollest	Cote d'Or, Champagne, Rhine, Willamette Valley	Chardonnay, Pinot Noir, Riesling
Region II		Bordeaux	Chardonnay, Pinot Noir, Riesling, Cabernet Sauvignon, Sauvignon Blanc, Cabernet Franc, Merlot
Region III		Rhone	Sauvignon Blanc, Semillon, Syrah, Zinfandel
Region IV		Spain	Barbera, Touriga Franca, Tinta Roriz, Tinta Barroca, Touriga Nacional, Tinto Cao, Tinta Amarela
Region V	Hottest	North Africa	Muscat, Verdlho

California has growing regions which lie in all five regions: from Mendocino and Sonoma in the north (which lie in regions I-III) to the San Joaquin Valley and points south, which lie in regions IV and V.

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Winkler Scale

Region I	Coollest	Cote d'Or, Champagne, Rhine, Willamette Valley
Region II		Bordeaux
Region III		Rhone
Region IV		Spain
Region V	Hottest	North Africa



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Varied Soils

- 30+ soils found throughout the region
 - Hillsides in western Paso have dense clay, which retains water, making dry farming possible
 - Salinas River and Estrella River areas have sandy, loamy soils, that need irrigation
 - Hillsides in eastern Paso have calcareous shale, and need irrigation




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2 Soil Types to Remember

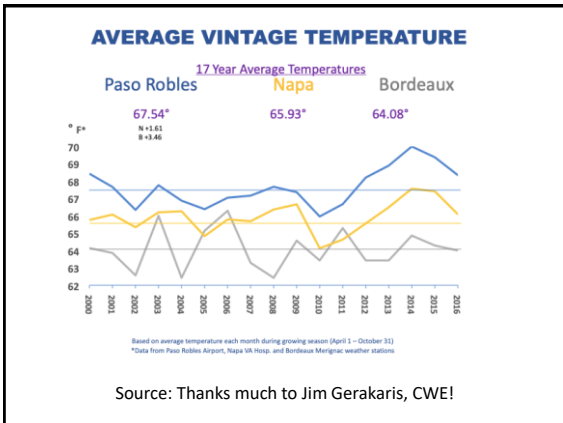


Carbonate-rich (calcareous) soils, retain moisture in dry months, drain well if it rains

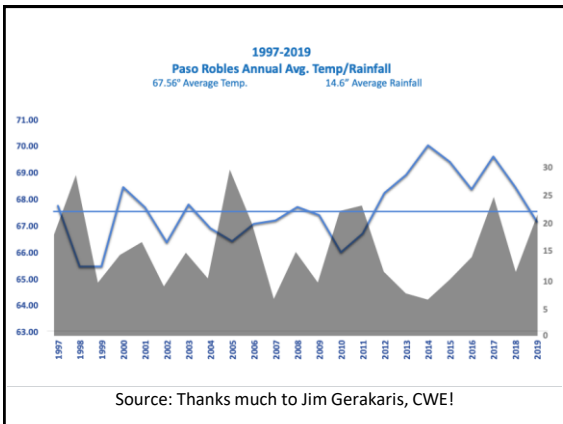


Silica-rich (siliceous) soils retain heat and water during growing season

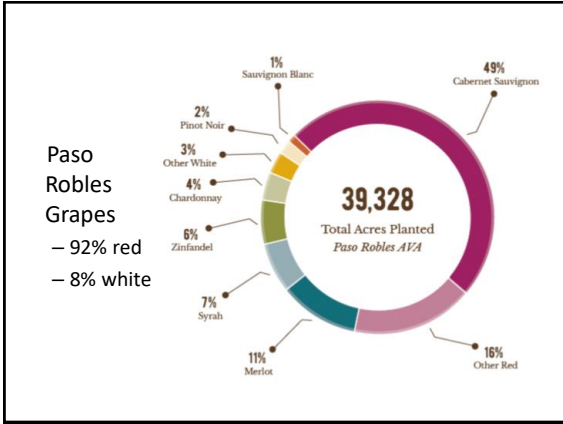
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Zin in Paso

- first grape to be planted and sold commercially; hot and dry climate ensures full ripening

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Rhône Rangers in California

- 1989 *Wine Spectator* features Randall Grahm, launching Rhône Rangers
- 1990 Haas and Perrin families start Tablas Creek in Adelaida District
- 1994-2006, Paso increases its acreage planted to Rhône varieties from 100 to 2,200 acres.
- Today 51 Paso wineries are listed on trade organization's homepage <https://rhonerangers.org/>

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Rhône Rangers in Paso

2007 James Berry Vineyard Rhône blend made by Justin Smith of Saxum wins *Wine Spectator's 2010 Wine of the Year* award; Robert Parker gives this wine 100 points.



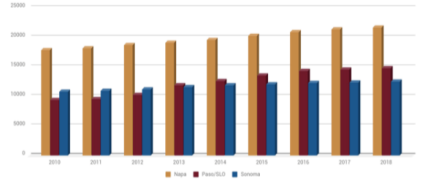
It is the first Paso wine and the first Rhône blend to win this award.



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Paso Cab Plantings

Since 2010, acreage of Cabernet Sauvignon in Paso Robles has grown 58%.
By comparison, Napa County and Sonoma County have grown 22% and 15%, respectively.



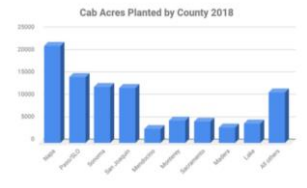
Year	Napa	Paso Robles	Sonoma
2010	10,000	10,000	10,000
2011	11,000	12,000	11,000
2012	12,000	14,000	12,000
2013	13,000	16,000	13,000
2014	14,000	18,000	14,000
2015	15,000	20,000	15,000
2016	16,000	22,000	16,000
2017	17,000	24,000	17,000
2018	18,000	26,000	18,000

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Cab Competition

Paso Robles vs. Napa Valley at a Glance


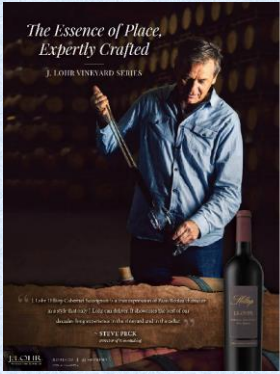
	Total Acres	Planted Acres	Wineries	Wine Varieties	AVA Est.
Paso Robles	612,000	40,000	200+	69	1983
Napa Valley	504,320	45,000	400+	34+	1981



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Cab in Paso

J. Lohr begins planting Cabernet in 1986 and remains the source of one of the most consistent good-value Cabs in America.

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Bordeaux Blends in Paso

- 1997 JUSTIN's ISOSCELES named one of the top 10 wines in the world by the *Wine Spectator*
- DAOU Estate Soul of a Lion regularly receives 95+ *Wine Advocate* points




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Paso has come a long way...



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PASO PASO has come a long way...
PASO ROBLES, CA

- Clearly recognized as producer of high quality red wines that needs to be taken seriously
- Wine Speak Paso Robles – 3-day wine event every January with panels, tastings, etc.
- Significant investments in tourism (see <http://www.travelpaso.com/>)
- Shaking image of the “ungainly appellation” (Asimov, NYT 2008)→ “destination appellation”

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Thank you!!

- Paso Robles Cab Collective (esp. Doug Filipponi, Francine Errico, Linda Sanpei, and Danna Stroud)
- Paso Robles Wine Country Alliance (esp. Joel Peterson and Chris Taranto)
- Jim Gerakaris, CWE, Wine Educator at JUSTIN
- Adelaida, Allegretto, Ancient Peaks, Brecon Estate, Castoro, DAOU, J.Lohr, JUSTIN, and Niner

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Helpful links:

- Paso Robles Wine Country Alliance: <https://pasowine.com/>
- Paso Robles Cab Collective: <https://www.pasoroblescab.com/>
- Paso Robles Rhone Rangers: <https://rhoneangers.org/event-category/california/paso-robles>
- Zinfandel Advocates and Producers (ZAP)—Central Coast Video: <https://zinfandel.org/region/central-coast/>
- California Wine Institute—Paso Robles Interactive Map:<https://discovercaliforniawines.com/discover-california/central-coast/paso-robles/>
- Wine Searcher 2014 Blog by Blake Gray, “Paso Robles: It’s Hot, but it’s Cooler than you Think” - <https://www.wine-searcher.com/m/2014/07/paso-robles-it-s-hot-but-cooler-than-you-think>
- Paso Robles is #6 of NYT’s 52 Places to Visit in 2020: <https://www.nytimes.com/interactive/2020/travel/places-to-visit.html>
- Cool and Short Animated Satellite Image of Fog in Paso Robles (via Tablas Creek): <https://tablascreek.typepad.com/tablas/2008/08/animated-satell.html>
- 6 Secrets About Paso Robles, A Vibrant Wine Region Of California: <https://www.forbes.com/sites/lizazimmerman/2018/08/13/six-secrets-about-paso-robles/#ee2e61b61da2>

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