

CASS WINERY PRESENTS

Mobile Wine Workshops

primarily serving the Central Coast

hospitality market in San Luis Obispo County



Cass Winery's Mobile Wine Workshop offers a broad range of wine programs focusing on education, exploration and appreciation for California wines, with an emphasis on Central Coast wines found in the Paso Robles American Viticultural Areas or AVAs. Cass's wine educators conduct on site workshops for wine shops or wine clubs, hotels and their guests, restaurants and corporate teams.

Cass Mobile Wine Workshops promote the local wine industry and local businesses that service wine tourists and enthusiasts traveling to the Central Coast. Workshops provide unique, specialized wine education by participating in workshops.

CASS
casswines.com

Cass Winery

Cass Winery is a small family owned and operated vineyard and winery situated in Paso Robles' Geneseo District AVA. Cass Winery has been producing award winning wines from 100% estate grown grapes since 2005 and was distinguished as the 2015 Winery of Year by the Central Coast Wine Competition. Well regarded for producing exceptional Rhône varietals, Cass also produces all five big red Bordeaux varieties on the 145 acre estate vineyard.

True farmers at heart, Cass emphasizes producing wines that reflect each vintage and the many aspects of the vineyard. The Cass estate exemplifies the quality of the Paso Robles wine region, with its warm days, cool coastal breezes, and exceptional soils. Deposited over centuries, these gravelly alluvial soils, older granites and scattered calcareous deposits make for an expressive site that produces fruit of incredible quality. Wines are approachable and food friendly showcasing varietal typicity; a complex balance of lush fruit, bright acidity and earthy minerality.

Since 2013, Cass Winery began offering regular wine seminars conducted by the winery's in house specialist of wine. In 2016, Cass expanded the wine seminars into Mobile Wine Workshops tailored to fit the Central Coast's hospitality market with emphasis on Central Coast wines.

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How the *Mobile Wine Workshop Works*

- \$200 educator fee plus cost of Cass wine poured during workshop
- Cass wine educator provides course materials and point of sale or POS on Cass wines. Hotel or restaurant provides meeting space and set up, glassware, dump buckets, POS on non-Cass wines
- Hotel or restaurant offers workshop to weekend hotel guests for reasonable fee: \$15-20 per person suggested
- \$200 educator fee is waived if hotel or restaurant purchases 2 cases of Cass wine
- Suggested workshop guest size is between 10 and 20 people
- Workshops are between 90 minutes to two hours with two short breaks
- Opportunity to have regularly scheduled wine education for guests and staff on site



Chazz Roberts Photography

Cass Mobile Wine Workshop Programs

DECONSTRUCTING PASO WINES

Paso Robles has recently been divided into 11 new and distinct American Viticulture Areas. Discover the unique differences that influence a wine's structure and flavor profile as specific to each sub-region.

OLD WORLD VS NEW WORLD

Enhance your wine knowledge and appreciation by learning what the terms "Old World" and "New World" really mean. The regional and stylistic differences are quickly understood by analyzing and tasting wines from all over the globe.

WINE FOR THE HOLIDAYS

'Tis the Season to open your wine cellar. Learn to incorporate wines into your holiday festivities that are often saved and only opened for special occasions.

BUBBLES

Sparkling wine makes any occasion special, and is one of the most versatile styles of wine in the world. Discover for yourself the individuality of sparkling wine by tasting bubbles from around the globe.

PASO HERITAGE

Explore the varietals that put Paso Robles on the map. Explore Zinfandel, Cabernet Sauvignon and the Rhône craze of the 1990s and early 2000s.

HOW TO TASTE WINE LIKE A SOMMELIER

Learn the basics about the vast world of wine. In the first hour learn about the basics of wine. By the second hour learn how to evaluate wine like a Sommelier. Explore your senses to understand complex aromas and flavor profiles of wine grape varietals.

Learn more about our Mobile Wine Workshop Programs, call Cass' National Sales Manager at 805-239-1730 ext. 104 or email meegan@casswines.com

PASO ROBLES

a Sense of Place

Chazz Roberts Photography

Halfway between Los Angeles and San Francisco is Paso Robles Wine Country. Located along California's famed Central Coast, the Paso Robles winegrape growing region's climate is perfect for the production of award-winning premium wines. A long growing season of warm days and cool evenings give rise to vibrantly ripened fruit with dynamic flavor profiles that translate beautifully in your glass of Paso Robles wine.

Traversing the landscape you will find 40,000 vineyard acres, producing more than 40 winegrape varieties - from Spanish to Italian, Bordeaux to Rhône, including the area's heritage variety Zinfandel. The styles of wine are diverse in this very distinct region.

In 2013 Wine Enthusiast Magazine declared that the Paso Robles American Viticultural Area received the honor of being named Wine Region of the Year in the magazine's annual Wine Star Awards. More recently, Sunset Magazine announced that Paso Robles has been named the 2016 Best Wine Country Town in the magazine's annual Travel Awards.



Land

Paso Robles AVA was established in 1983, and expanded in 1997

then again in 2009. In 2014 Paso Robles AVA was further expanded into 11 viticultural areas. AVA labeling helps tell a story of a region and guide wine trade



and enthusiasts in understanding growing conditions and potential expectations of a specific region. The 11 viticultural areas of Paso Robles demonstrate the diversity of Paso Robles Wine Country and provide information to consumers and trade about what is in the bottle, helping them make a better informed buying decision.

For more information
please contact National Sales Manager
at Cass Winery at 805-239-1730 ext. 104
email meegan@casswines.com or visit www.casswines.com

