



## THE ESSENCE OF PASO ROBLES

Established in 1983, the **PASO ROBLES AVA** is a diverse appellation located half way between San Francisco and Los Angeles, along the California Central Coast. The western boundary is approx. six miles from the Pacific Ocean and it is the largest AVA in California.

### Napa vs. Paso Robles: Leveling the Playing Field

#### NAPA BY THE NUMBERS

- 16 sub-AVAs
- 45,000 vineyard acres
- 33 different soil types
- A dry Mediterranean climate with warm days & cool nights
- Varied topography with elevation range: sea level to 2600'
- 36 wine grape varieties grown
- 525 wineries

Sources: Napa Valley Vintners; Paso Robles Wine Country Alliance



#### PASO BY THE NUMBERS

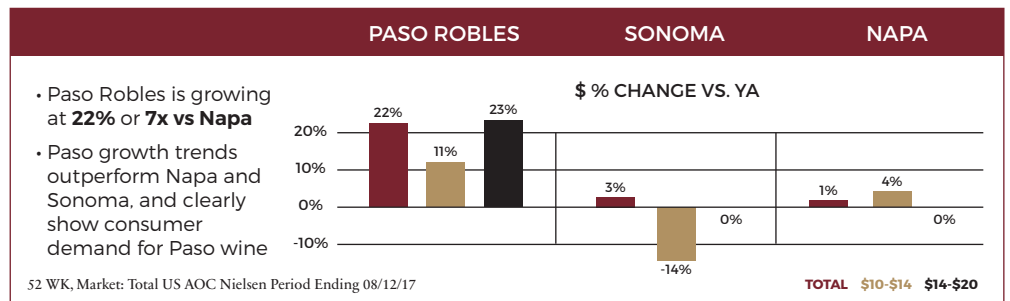
- 11 sub-AVAs
- 40,000 vineyard acres
- 45 different soil types
- A dry Mediterranean climate with warm days & cool nights
- Varied topography with elevation range: 700' to 2500'
- 40 wine grape varieties grown
- 200+ wineries
- Largest AVA in California

## The Bottom Line: Paso Robles is a great value for the quality

### NAPA AND SONOMA CAN'T COMPETE

	PASO ROBLES	SONOMA	NAPA
Grape Cost (per ton)	\$1,600	\$2,960	\$6,850
Avg Retail Price (per 750mL)	\$18	\$24	\$40

4X!



With **135+ ACRES PLANTED IN PRIME PASO ROBLES TERRITORY**, Robert Hall Winery has been producing award winning wines since 2001. Cabernet Sauvignon, a grape that thrives in the warm Paso climate, is our flagship varietal. Robert Hall also produces other amazing award-winning wines such as Sauvignon Blanc, Merlot, Zinfandel and Syrah.

