

FOR IMMEDIATE RELEASE

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**Paso Robles Wine Festival, May 21 - 23, is *the* Wine Event of 2010; Tickets now on Sale!**  
**NEW Early Evening Tasting Time (3 - 7 p.m.) and Wine Country Auction & Dinner Reinvent  
this Tradition**

Paso Robles, CA (February 4, 2010) **Paso Robles Wine Country** announced tickets are now on sale at [www.pasowine.com](http://www.pasowine.com) for the **Paso Robles Wine Festival**, *the* marquee wine event held along California's Central Coast, May 21 - 23, 2010. This tradition, in its 28<sup>th</sup> year, brings winemakers and enthusiasts together in a series of events -- **Friday RESERVE** (4 - 6 p.m.), **Saturday Grand Tasting** (3 - 7 p.m.) and new this year, the **Saturday Wine Country Auction & Dinner** (6:30 - 10:30 p.m.) held in the Paso Robles Downtown City Park. Wine Festival has reinvented itself while upholding the wine and culinary focus. New enhancements include an early evening time-slot for the Saturday Grand Tasting in the Park, inventive Winemaker Seminar, and a new Wine Country Auction & Dinner focused on unique Paso Robles wines.

"Leveraging the history of Wine Festival and answering attendee's demand for more connection to the area's winemakers gives us an opportunity to put our winemaker celebrities on the auction block. The Wine Country Auction & Dinner is the first of its kind in Paso Robles, taking the caliber of the 2010 Wine Festival to a new level," said Stacie Jacob, executive director of the Paso Robles Wine Country Alliance. "The new early evening timing for the Grand Tasting (3 - 7 p.m.) upholds the timeless Festival tradition and ensures a comfortable tasting environment for all."

The popular Friday RESERVE tasting (4 - 6 p.m.) takes place in the Downtown City Park and features wines in four categories; library, reserve, barrel and new in 2010, refreshing power white and Rosé samples. Culinary delights from local chefs will complement the many wines showcased during RESERVE.

Paso Robles Wine Country comes together for the Saturday Grand Tasting during a later time (3 - 7 p.m.) where more than 90 wineries showcase the diversity of wines found throughout the Paso Robles AVA. Chefs share their secrets of sourcing local ingredients through 30 minute demonstrations and Artisan Alley features locally grown products from olive oil to cheese and unique artisan products. An expanded Wine Seminar, offered to Weekend Pass, Wine Country Auction & Dinner and RESERVE ticketholders, provides attendees insight to the distinct, different wines of Paso Robles Wine Country.

The all new Wine Country Auction & Dinner (6:30 - 10:30 p.m.), taking place in a chic, temperature controlled tent in the Downtown City Park, is a true reflection of the Paso Robles spirit. Guests sit down with their favorite winemakers and proprietors in an intimate environment, taste hand-picked wines, and enjoy delectable wine country cuisine. The evening highlight is the live auction, giving guests the opportunity to take home rare lifestyle packages exclusive to Paso Robles Wine Country. Funds raised through this auction will be gifted back into the local community through organizations that support healthcare, education and greater community service.

Tickets -- All wine tasting ticket packages include unlimited wine tasting and a commemorative tasting glass made by Riedel.

**On Sale March 1, 2010**

- WEEKEND PASS - \$325 - Friday RESERVE - 4 - 6 p.m.; Saturday Winemaker Seminar - 2 - 3 p.m.; Saturday Grand Tasting - 3 - 7 p.m.; Saturday Wine Country Auction & Dinner - 6 - 10:30 p.m. Advance purchase only.
- WINE COUNTRY AUCTION & DINNER \$250 - Saturday Winemaker Seminar - 2 - 3 p.m.; Saturday Grand Tasting - 3 - 7 p.m.; Saturday Wine Country Auction & Dinner - 6 - 9 p.m. Advance purchase only.

**On Sale NOW**

- CAN HARDLY WAIT PASS - \$10 discounts on RESERVE, PREMIUM and FESTIVAL ticket levels are available through February 28, 2010. Discount does not apply to WEEKEND PASS, WINE COUNTRY AUCTION & DINNER, LOCALS ONLY *or* DESIGNATED DRIVER/CHILD tickets.
- RESERVE - \$125 - Friday RESERVE - 4 - 6 p.m.; Saturday Winemaker Seminar - 2 - 3 p.m.; Saturday Grand Tasting - 3 - 7 p.m. Advance purchase only.
- PREMIUM - \$75 - Saturday Grand Tasting - 3 - 7 p.m.
- FESTIVAL - \$55 - Saturday Grand Tasting - 4 - 7 p.m.
- LOCALS ONLY - \$45 - Saturday Grand Tasting 4 - 7 p.m. - Available to San Luis Obispo County residents, advance purchase only, deadline April 30, 2010.
- DESIGNATED DRIVER/CHILD \$15 - Saturday Grand Tasting 3 - 7 p.m. - Includes four non-alcoholic beverages, commemorative beverage container and entry to event area.

Continued...

Tickets may be purchased at [www.pasowine.com](http://www.pasowine.com). Photo identification verifying festival goers are 21 and over (with the exception of the Designated Driver/Child Ticket) will be required at time of entry. All tickets are limited, advanced purchase is highly recommended. In addition to these events, wineries offer an array of individual events throughout Paso Robles.

Paso Robles Wine Festival Events:

- May 21 - 23 - More than 140 area wineries host special activities throughout the weekend including winemaker dinners, food pairings, cooking classes, winery and vineyard tours to complete your Paso Robles Wine Festival Weekend. Events and times vary. Visit [www.pasowine.com](http://www.pasowine.com) or pick up an event brochure for more information.
- RESERVE - Friday, May 21, 2010 at Paso Robles Downtown City Park Tent 4 - 6 p.m. Held on the eve of the Paso Robles Wine Festival, winemakers gather to pour their exclusive wines.
- WINEMAKER SEMINAR – Saturday, May 22, 2010 in Downtown Paso Robles 2 - 3 p.m. Learn about the diversity of Paso Robles Wine Country and taste through different wines presented by the experts themselves.
- PASO ROBLES WINE FESTIVAL GRAND TASTING – Saturday, May 22, 2010 **New Time: 3 - 7 p.m.** at the Paso Robles Downtown City Park. More than 90 wineries will be on hand to pour during this unlimited wine tasting event.
- WINE COUNTRY AUCTION & DINNER – Saturday, May 22, 2010 at the Paso Robles Downtown City Park Tent 6:30 - 10:30 p.m. Enjoy an intimate dinner with your favorite winemakers and proprietors and bid on unique auction lots unavailable for retail sale.

*The Paso Robles Wine Country Alliance represents wineries, growers and businesses in Paso Robles Wine Country. Centrally located between San Francisco*

*and Los Angeles, along California's Central Coast, Paso Robles Wine Country is California's fastest growing wine region. It encompasses more than 26,000 vineyard acres and more than 180 wineries.*

*For more information, visit [www.pasowine.com](http://www.pasowine.com)*

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