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## New law looks to preserve Paso Robles wine industry

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### PASO ROBLES

A recent bill, authored by Assemblyman Sam Blakeslee, may just be the boost Paso Robles needed to put it on the map as the next Napa Valley.



The Paso Robles wine country spreads across 26,000 acres of vineyards, federally recognized as an American Viticulture Area, or AVA.

It is made a name for itself in the competitive wine industry and a new law looks to preserve it.



"What we really want to do is protect the brand equity that's been built in the Paso Robles name," said Stacie Jacob from the Paso Robles Wine Country Alliance.

In the coming years, the Paso Robles AVA will be subdivided into smaller appellations.

To ensure the Paso Robles name isn't diluted with the creation of these smaller districts, AB-87 states all wine produced in the current appellation bear the name "Paso Robles" on its label.



"For example, if there was someday a Santa Margarita or a San Miguel appellation it would say Paso Robles on the label first and foremost," Jacob said.

For the more than 170 wine makers in the area, it means they will continue to receive the international brand recognition they have worked hard to achieve.



"The signature of this bill will help us protect all the investment we've made in the Paso Robles name," said Don Brady, a Robert Hall winemaker.

Napa Valley is the only other region in the country to have this kind of label law.

This new law just might make Paso Robles the next household name in wine cellars across the globe.

There are already quite a few applications submitted to break up the Paso Robles Viticulture into

sub-appellations.

The Paso Robles wine label bill is one of 750 the governor signed into law. He vetoed another 214.



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