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Paso Robles Cabernet Sauvignon Defies Market Trends with Impressive Growth

Despite a decline in California wine sales, Paso Robles Cabernet sees a twelve percent increase, driven by strategic initiatives and marketing efforts.

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Paso Robles Cabernet Sauvignon is showing impressive growth in the market. While California's overall wine sales in NIQ channels dropped by eight percent over the past two years, Paso Robles wine sales increased by seven percent.

Specifically, premium California Cabernet Sauvignon sales fell by five percent, but Paso Robles Cabernet sales rose by twelve percent.

Linda Sanpei, executive director of the Paso Robles CAB Collective, highlighted these figures during a tasting event at the Allegretto Vineyard Resort.

The organization, founded twelve years ago, has been active, securing over $1.2 million in grants last year. They hosted Paso Robles CAB Camp, a three-day event for 40 wine buyers nationwide.

Future plans include key market visits and a marketing campaign targeting younger consumers with Paso Robles AVA-labeled wines. Paso Wine Month is set to gain more attention in June 2026.

Sanpei emphasized the importance of their 65 sponsors in supporting these initiatives. A new initiative, the One Block Challenge, encourages members to practice regenerative farming on one vineyard block for a year. Sanpei believes Paso Robles could become the first AVA primarily using regenerative farming.