

ROBERT HALL WINERY

At **Robert Hall** our focus is in building a world-class brand that consistently delivers high quality and better overall value. Paso Robles has a reputation for producing superior reds, especially, Cabernet Sauvignon and Rhone varietals. Robert Hall Winery has made a commitment to the production of Rhone wines, with a portfolio that includes Viognier, a white-Rhone blend Blanc de Robles, a dry-rosé Rosé de Robles, the red-Rhone blends Rhone de Robles and Pape de Robles, Grenache, Syrah and Petite Sirah. Our portfolio also includes a traditional set of Cabernet Sauvignon, Cabernet Franc, Merlot, Chardonnay and Sauvignon Blanc, in addition to our Meritage – a classic blend of Cabernet Sauvignon, Cabernet Franc, Malbec and Merlot. A traditional Vintage Port, and an Orange Muscat round out our family of wines.

Our Mission Statement

At **Robert Hall** we use time-tested techniques and practices to cultivate intensely colored and flavored Paso Robles grapes. In the winery we craft these grapes into rich wines that capture the essence of Paso Robles. This craftsmanship in concert with an accessible, inviting facility provides a superior wine experience for our visitors. We market this concept with pride and passion to bring world-class recognition to Robert Hall wines.

"The Essence of Paso Robles"™

Robert Hall Winery and Vineyards is an advocate of environmental consciousness and is proudly participating in the vineyard certification program **"Certified Sustainability in Practice" (SIP)™** in achievement of sustainable farming practices for Robert Hall wines.

We actively promote the Paso Robles AVA as one of the world's most exciting wine regions; where rolling terrain, varied soils and climate combine to yield character unique to this special place. Paso Robles is situated 20 miles inland from the Pacific Ocean, literally halfway between Los Angeles and San Francisco. We are in the center of the **Central Coast wine region** which spans from Monterey County in the north to Santa Barbara County in the south.

Our climate and diverse Hall Ranch vineyard soils provide optimal growing conditions for our warm region varietals, especially the late season reds. Hot days end with coastal breezes that flow over the **Santa Lucia Mountain Range** to cool the vineyards in the evenings, delivering near perfect growing conditions that allow our late season reds to reach optimal maturity, yielding full bodied-- intense color red wines with incredible phenolic structure.

RH Wines' Brand Personality

Approachable ∩ Engaging
Reliable ∩ Dedicated
Empowering ∩ Warm

RH Wine's Character

Honest ∩ Sincerity
Integrity ∩ Hardworking
Loyal ∩ Trustworthy
Solid ∩ Accessible
Passionate



At **Robert Hall Winery**, our goal is to create compelling brand symmetry in the wine-place experience. The Robert Hall Winery Hospitality Center offers visitors a truly unique experience -a guided, educational tour through one of California's largest underground caverns. Spanning a massive 19,000 square feet with a distressed granite faux finish painted by Artists Steve Kalar and Margaret Burrell, the caverns provide a naturally cool sanctuary where Robert Hall wines mature in premium oak barrels. The Hospitality Center includes a tasting room where visitors can sample Robert Hall wines while perusing an on-going featured artist exhibit, or take in a view of the Hall Ranch's Bench Vineyard from the Garden Terrace. A Garden Courtyard featuring a fountain and reflecting pool, leading visitors to an open-air Amphitheater that hosts concerts and special events throughout the year, while our Meritage Room dining facility provides the perfect setting for weddings and private parties. The Wine Library plays host to our wine education seminars, including the popular artisan cheese and wine pairing course directed by our on-site Chef de Cuisine.

Robert Hall Winery:

- ❖ Family Owned
- ❖ Grape Grower – Hall Ranch vineyards (Home, Terrace and Bench Vineyards)
 - Reduced Yields
 - **Sustainable Agriculture Practices**
 - Solid and Hazardous Waste Reduction
 - Energy and Water Conservation
 - Resource Management
 - Deficit Irrigation Program
 - Warm days and Cool Nights for optimal maturity
 - Concentrated Phenol Compounds
- ❖ Award Winning Winemaker
 - Dedicated Staff of Industry Veterans
- ❖ State-of-the-art winery
- ❖ Destination Winery and Hospitality Center
- ❖ Leading producer of Rhone varietals, Cabernet Sauvignon and Merlot
- ❖ Commitment to the Paso Robles AVA
- ❖ Competitive Pricing in a growing sales segment

Robert L. Hall

Owner / Winegrower

Robert Hall realized a dream in 2002 with the official opening of Robert Hall Winery in Paso Robles, CA. An entrepreneur with tremendous business acumen, Robert's past success include ventures in construction, bowling centers, travel agencies, restaurants and champion horse breeding. A native of Minnesota, Robert resided in Arizona prior to finding a home in the Paso Robles AVA.

During a family trip to France in the late 70's, Robert visited the Rhone valley and was captivated by the winery lifestyle of farming, crafting wine and the pairing of wine with food. Robert began developing his idea for a premium-producing vineyard and winery in the early-80's, and ventured west with the goal of visiting each of California's wine appellations to explore the optimum growing conditions for the production of premium wine grapes, specifically the Rhone varieties he had enjoyed so much. In the early-90's, Robert and Margaret Burrell discovered the perfect terroir in the Paso Robles appellation. Featuring soil rich in nutrients, coupled with warm days and cool nights, they felt the viticultural conditions were ideal to the development of the enological characteristics they were seeking to produce. "Home Ranch" was acquired in 1995. Soon after, the "Terrace" and "Bench" vineyards joined the Hall Ranch enclave.

A true steward of the land, whenever Robert is in Paso Robles, you can most likely find him out working in the vineyards of the Hall Ranch. If he's not in the vineyards, Robert is in the tasting room greeting visitors. Today, Robert and Margaret have established very solid roots in Paso Robles. Throughout the years, their family members have joined them in this ever-growing wine community.

Don Brady
Winemaker/ Director

In July 2001, Robert Hall welcomed Winemaker Don Brady to Robert Hall Winery. Don, a graduate of Texas Tech University's horticulture program, worked with Pheasant Ridge Vineyard and the University of Texas' experimental wine grape program. After college, Don went to work for Llano Estacado Winery. In 1991 Don was awarded the Texas Wine and Grape Growers Association's highest honor - the "Louis F. Qualia" Award for outstanding contributions and leadership in the Texas wine industry. During his time working in Texas, Don's wines were served at several White House functions for President Reagan and President Bush, in addition to English royalty - Queen Elizabeth and Prince Charles. In 2001, after moving to California, Don Brady earned worldwide acclaim as the recipient of the International Wine and Spirits "Wine of America" Award, and was recognized by the Paso Robles Wine Country Alliance in partnership with the Independent Grape Growers of Paso Robles and San Luis Obispo Vintners Association as the "Winemaker of the Year" in 2006.

"The Essence of Paso Robles"™

To capture the essence we leverage the strength and diversity of our appellation. Paso Robles is situated 20 miles inland from the Pacific Ocean, in the center of the Central Coast wine region which spans from Monterey County in the North to Santa Barbara County in the South. Our maritime climate and diverse vineyard soils provide optimum growing conditions for all of our varietals. Hot days end with coastal breezes that flow over the Santa Lucia Mountain Range to cool the vineyards in the evenings, delivering near perfect growing conditions that allow our late season reds to reach optimal maturity, yielding full bodied intensely colored benchmark wines. Robert Hall Winery is proud participants in the vineyard certification program **"Certified Sustainability in Practice" (SIP)™** in achievement of sustainable farming practices for Robert Hall wines.

Hall Ranch

A collection of unique, estate vineyards & terroir merged to showcase the best of Paso Robles.

Home Vineyard

The Home Vineyard is located due east of the winery in the rolling hills just above the Estrella Plain. These hillside soils are made up of decomposed granite and transition into loamy clays at lower elevation. The vineyard is planted to Cabernet Sauvignon, Merlot, Zinfandel, Grenache Blanc, Chardonnay, Sauvignon Blanc, Viognier, Orange Muscat and our "Durrell" Syrah. This 140-acre planting is our largest and most mature, and serves as our foundation, producing the core of our wines.

Terrace Vineyard

The Terrace Vineyard is found on the rolling terrace situated above the southern bank of the Estrella River. Here the vines are rooted in porous sandy loam soils lain down by the Estrella moving in its course. The vineyard is planted to Cabernet Sauvignon, Syrah Noir, Grenache Noir, Cabernet Franc, Sauvignon Blanc, Grenache, Cinsaut, Malbec, Mourvèdre, Counoise, Piquepol Blanc, Roussanne, Orange Muscat, and our Port varieties – Souzão, Alvarelhão, Touriga and Tinta Cão. This diverse 65-acre planting serves to broaden our palate by producing flavors that add the nuances essential to crafting wines of distinction.

Bench Vineyard

The Bench Vineyard wraps around the Robert Hall Winery and Hospitality Center, on the bench overlooking Huerhuero Creek. The soil here is an alluvial, stony, decomposed granite soil deposited by the Huerhuero as it cut its way through the area to drain into the Estrella River. This well drained soil is the home to clone 8 Cabernet Sauvignon and Syrah Noir vines that are inherently low yielding due to the rigors of the site. This 12-acre vineyard consistently produces some of our most intense and concentrated Cabernet Sauvignon and Syrah.

Brady Vineyard

Robert Hall Winemaker Don Brady's family vineyard shares the rolling young river terrace south of the Estrella just east of our Terrace Vineyard. This vineyard's soils are comprised of sandy clay loam alluvial terrace soils. This 18-acre vineyard is planted to Cabernet Sauvignon, Cabernet Franc, which serve to complement our other plantings of these varietals, and to Petite Sirah that further broadens the palate of varieties we have to work with.

ROBERT HALL WINERY

"The Essence of Paso Robles"™

The Robert Hall Winery Hospitality Center / Tasting Room
Designed by architect Tim Woodle of Pults & Associates in San Luis Obispo, CA.

Features:

- **Exterior grounds** – Situated on the 21.82 acres, the grounds are home to the hospitality center, winery and Syrah and Cabernet grapes. The hospitality center features a Ramada framed exterior facade, with an artisan stained concrete walkway leading visitors past a fountain, to the tasting room and hospitality center buildings. From the rear exterior, is a Courtyard featuring a 7-foot hand crafted fountain flows 90-foot north in a professionally waterscaped reflecting pool. A walkway bridges the tasting room and hospitality center. Floral gardens surround the building, including a rose garden, which includes 15 varieties of roses.
- **Hospitality Center** – features a Wine Library complete with a mahogany table that seats 16 for exclusive tasting of library flights. Featuring a spectacular Persian rug and lined with mahogany wine racks, the library is heavily insulated and air conditioned for optimum humidity control and wine preservation. The Meritage dining room, accommodates 150 with a full-service kitchen on-site. Offices overlook the south side of the hospitality center. The 10,000 square foot Hospitality Center is one of the largest venues on the Central Coast of California for special events.
- **Tasting Room** – featuring 90 degree views of Paso Robles wine country through the 13-foot high windows, the tasting room's cherry and mahogany wood bar provides the setting for tasters to enjoy award-winning Robert Hall wine. To the rear of the tasting room is an elevator that transports visitors down to the underground wine caverns, for tours of our 19,000 square foot caverns and a barrel tasting. Visitors may also walk down an expansive circular staircase to the wine caverns. Adjacent to the tasting room is a vast Garden Terrace, also available for private event rental.
- **Amphitheatre** – situated directly behind the tasting room is an open-air Amphitheatre which seats 300, complete with a stage, portable dance floor and sound system. Located behind the wing-walled brick exterior, west of the tasting room is an additional special events area, featuring a BBQ area complete with both a gas and charcoal/wood bar-b-que.
- **Picnic area / Bocce Ball** – Visitors to Robert Hall Winery can enjoy the beautiful central coast weather while playing a game of bocce ball &/or enjoy a picnic while enjoying the view of Paso Robles Wine Country.

Parking lots at Robert Hall Winery are located in front of the hospitality center, in addition to locations behind the hospitality center & an overflow parking lot behind the winery. (Max. capacity 350 vehicles.)

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