

# Aaron

Westside Paso Robles



# ÆQUOREA

San Luis Obispo Coast

## AARON

Aaron began in the 2002 vintage with a focus on veering from the norm, producing Petite Sirah and Petite Sirah-centric cuvees from the westside of Paso Robles. Powerful and immensely age-worthy, these are wines that reflect the steep hillsides and rugged terrior from which they are grown. Aaron finds inspiration in championing the uniquely Californian Petite Sirah and its place as one the states greatest and most historical grapes. Utilizing unique vineyards in the Willow Creek, Adelaida, and Templeton Gap districts, Aaron coaxes this massively structured varietal (along with Grenache, Syrah, Mourvèdre, Cabernet Sauvignon and Petit Verdot) into a portfolio of unique cuvees that evoke a truly one-of-a-kind expression of Paso's terrior.

## ÆQUOREA

Pronounced "ay-core-ee-ah", latin for "Of The Sea," Aequorea began in 2011 as a search for extreme coastal vineyards in San Luis Obispo County between the Pacific Ocean and the ridge of the Santa Lucia Mountains. From this region, which has recently been recognized as the San Luis Obispo Coast AVA, Aaron focuses on single-vineyard Pinot Noir and aromatic white wines (Viognier, Pinot Gris) that hail from vineyards between 1-6 miles from the ocean, wines with true coastal terrior.

## WINEMAKER - AARON JACKSON

A Central Coast native, Aaron Jackson began his winemaking career near his hometown of Cayucos, producing his first vintage of the flagship Petite Sirah in 2002. His early career was spent working with several wineries around Paso Robles (Saxum, Four Vines, ONX, etc.) along with a Master's degree in Oenology from Australia's University of Adelaide. Now over 20 years in, Aaron continues to focus on bringing pride to his homeland through his two brands, both of which are driven by authenticity and devotion to unearthing the potential of Paso Robles and the SLO Coast. His annual production of 4,000 cases is produced at the winery located in Paso's Tin City.



~ BOUNDARIES ARE FEW ON THE ROAD LESS TRAVELED ~