

Aaron

Westside Paso Robles



ÆQUOREA

San Luis Obispo Coast

Winemaker Bio · Aaron Jackson

A Central Coast native, Aaron Jackson began his winemaking career in vineyards and cellars near his hometown of Cayucos during the 2000 vintage. In 2002, while studying wine at Cal Poly in San Luis Obispo, he pooled together the pennies from his weekend job and launched his eponymous label with the first vintage Aaron Petite Sirah. His early career was spent working with and mentoring from several wineries around Paso Robles (Saxum, Four Vines, ONX, and others) along with earning his Master's degree in Oenology from the University of Adelaide in South Australia.

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 San Luis Obispo Coast.

Always choosing the road less traveled, Aaron's eponymous brand that began in 2002 focuses on Petite Sirah-centric wines grown in the limestone soils of Westside Paso Robles. Committed to championing what he considers one of California's greatest grapes, he crafts powerful, age-worthy wines that reflect the steep hillsides and rugged terroir where they are grown.

Founded in 2012, Aequorea (Latin for "of the sea") is a study in extreme coastal winemaking from the San Luis Obispo Coast. Working with vineyards along the cool stretch of coast between the Santa Lucia Mountains and the Pacific Ocean, Aaron focuses on Pinot Noir and aromatic whites hailing from vineyards between 1-6 miles from the ocean. Aaron most recently spearheaded the establishment of the new San Luis Obispo (SLO Coast) AVA.

Annual production is 4,000 cases, produced at his winery in Paso Robles' Tin City district. Aaron resides in his hometown of Cayucos, spending his non-wine time embracing the bounty of the Central Coast through surfing, fishing, freediving, traversing the backcountry of Big Sur, and supporting local nonprofits.

~ BOUNDARIES ARE FEW ON THE ROAD LESS TRAVELED ~

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