

Aaron

Westside Paso Robles



AKANA

San Luis Obispo Coast

Winemaker • 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 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.

Always choosing the road less traveled, Aaron's eponymous brand, established 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 complex, textural, and age-worthy wines that are a clear benchmark for the variety and distinct expression of Paso Robles terroir.

Founded in 2012, AKANA (formerly Aequorea) is Aaron's coastal exploration of the San Luis Obispo Coast. What began as a search for vineyards shaped by direct Pacific influence has evolved into a deeply personal expression of place, rooted in his connection to the coast where he was raised. Working with vineyards along the cool stretch between the Santa Lucia Mountains and the Pacific Ocean, Aaron focuses on Pinot Noir, Chardonnay, and aromatic white wines sourced from sites just 1–6 miles from the ocean. Aaron spearheaded the establishment of the SLO Coast AVA, which was approved in 2022.

Now more than 25 years into his career, Aaron is recognized for his disciplined, site-driven approach and his commitment to elevating the wines of his homeland. Through his two brands, he focuses on expressing the distinct character of Paso Robles and the SLO Coast, producing 4,000 cases annually at his winery in Paso's Tin City. Aaron resides in his hometown of Cayucos, spending his non-wine time embracing the beauty and bounty of the Central Coast.

~ BOUNDARIES ARE FEW ON THE ROAD LESS TRAVELED ~

Aaron Wines | 3050 Limestone Way, Paso Robles CA 93446 | 805.369.2037 | aaronwines.com