

EBERLE WINERY

FINE WINEMAKING SINCE 1979

One of the Originals, One of the Best!



Chris Eberle, Winemaker



Gary Eberle,
General Partner / Enologist





GARY EBERLE & EBERLE WINERY

THE PIONEER OF PASO ROBLES

Gary Eberle, a native of Pittsburg, Pennsylvania, started his college career in 1962 at Pennsylvania State University, where he balanced between being a defensive tackle for the Penn State Nittany Lions and an undergraduate biology student. After graduating with a Bachelor of Science in Biology, he then attended Louisiana State University (LSU) for graduate work in cellular genetics. His success earned him a National Fellowship to Charity Hospital in New Orleans, Louisiana, where one of his professors introduced him to the decadent world of food and wine. After tasting first and second growth Bordeaux from his professor's cellar, Eberle quickly took a keen interest in Cabernet Sauvignon. It was then he began envisioning the creation of an American wine that would rival those of Bordeaux. He soon found himself on his way to California where he enrolled in the Enology Doctorate Program at the University of California Davis.

Eberle Winery was not Gary Eberle's first wine venture when he arrived in Paso Robles, California. After finishing his coursework for a Ph.D. in Enology and Viticulture at U.C. Davis, Eberle moved to Paso Robles and began his career by co-founding the Estrella River Winery in 1973. After several successful years as the winemaker, Eberle refocused his attention and desire to produce premium, small production wine. Moving only a few miles down highway 46, Eberle soon started his own prestigious label which debuted officially with the release of Eberle's flagship wine, the 1979 Cabernet Sauvignon.

Since then, he has earned recognition for many firsts in the wine industry including; co-founding the Paso Robles Appellation in 1983, the first to list the Paso Robles Appellation on his label, and the first to produce a 100% commercially produced Syrah. Gary has also earned several awards including; the Robert Mondavi Hospitality Award, the California State Fair Lifetime Achievement Award, Wine Industry Person of the Year from the PRWCA, and (his most current award), the 2021 American Legend Wine Star Award from the Wine Enthusiast.





EBERLE WINERY

Celebrating over 40 years of fine winemaking in Paso Robles

1960

1962-1967

Gary is granted a full scholarship to Penn State to play football with coach Joe Paterno who pushed Gary in the field and the classroom to excel. Gary earns a BS in Biology.

1970

Graduates with a Master of Science in vertebrate Zoology and earns a National Fellowship to continue his studies in genetics at Charity Hospital in New Orleans.

1968

Attends Louisiana State University to pursue a master's degree

1970

While at Charity Hospital, one of Gary's professors introduces him to first and second growth Bordeaux. Gary has the sudden inspiration to become a winemaker without ever meeting a winemaker or visiting a winery.

1971 Gary moves to California to attend U.C Davis where he studies enology and viticulture.

1973

Gary and his brother Cliff Giacobine establish the Estrella River Winery in Paso Robles and becomes the first winemaker to establish a large commercial winery with state-of-the-art equipment.

1975

Gary is the first to plant the Chapoutier Syrah clone in California.

1978

First winemaker to produce 100% Syrah commercially under the Estrella River Winery label.

1979

Gary produces his first vintage of Eberle wine.

1980

First to put the Paso Robles appellation on the Eberle wine label.

1982

Eberle Winery tasting room is built.

1983

Co-founded the Paso Robles appellation with Tom Martin and Herman Schwartz.

1993

First winery to dig caves to store and age wine south of Napa, eventually completing 16,800 square feet.

2015

Honored with the 2015 Wine Lifetime Achievement Award by California State Fair. Gary Eberle joins the ranks of industry legends Robert Mondavi, Jerry Lohr, Mike Grgich, and Dr. Richard Peterson in receiving this prestigious honor.

2019

Honored with the Robert Mondavi Hospitality Award.

2021

Gary is honored with the American Wine Legend for the Wine Enthusiast Wine Star Awards.

2021





EBERLE WINERY

PASO ROBLES, CALIFORNIA

Eberle Winery is located in Paso Robles, California on Highway 46 East, just 5 miles from the Paso Robles downtown. Gary Eberle is an original pioneer and founding “Godfather” of the Paso Robles AVA. Eberle Winery is a family-owned producer and marketer of premium wines, representing the Eberle Estate, single varieties and designated vineyards. Eberle wines have showcased the history and diverse flavors of the Paso Robles Appellation since 1979.

After more than 40 years, Eberle Winery continues to be family owned and operated. Our annual production is approximately 25,000 cases of wine produced by Winemaker, Chris Eberle. All wines are produced and bottled on the Eberle Estate.





CHRIS EBERLE

WINEMAKER, EBERLE WINERY

Winery owner Gary Eberle grew up in Pennsylvania. Winemaker Chris Eberle, who is not related to Gary, grew up in (then) rural San Luis Obispo, California. It could be fate that they ended up working together, but Chris believes it has more to do with the love of the Central Coast and the quality of the grapes grown here.

Chris graduated from Cal Poly in 2005 with a degree in agricultural business with a focus on marketing, as well as a minor in viticulture. Concurrently, he earned a diploma in enology from Washington State University. So why not put those talents to use close to home? Chris accepted a position at Eberle Winery as assistant winemaker in 2006. But by 2009 his wanderlust enticed him away from the Central Coast to look for opportunities in other winemaking regions...many of them. For fifteen vintages, Chris spent time expanding his winemaking knowledge in South Africa, Germany, New Zealand, Australia and France.

Though his longest stint was in Australia (where he met his wife, Tessa), Chris says his time in Germany probably contributed the most to his winemaking career: "I loved the German culture and people. Even better, I had the opportunity to work in the experimental cellar at the Staatsweingut (State-owned winery) in Weinsburg, Baden-Württemberg. Between vineyards and winemaking we managed 200 plus experiments. I learned an incredible amount about winemaking in a short amount of time."

That knowledge base would come in handy. In 2015 Gary Eberle, in his search for a new winemaker, contacted Chris in Australia and offered him the head winemaking job in Paso Robles. Chris and Tessa were back in Paso within three weeks. "From the vineyards to the caves to Gary and the crew, it was like coming home. I always knew I'd be back," enthused Chris.

These days, Chris says his greatest challenge as a winemaker is the seasonal variation of the local climate. Normal rainfall one year, dry the next; heat spikes during ripening, then sudden temperature drops right before harvest. But he agrees it's that variability that makes Paso such a unique and alluring wine growing region: the gratification is in the challenge.

And, oh yes, since he's been back at the winery, Chris has produced more award-winning white wines than ever before in Eberle Winery history.



**“Top rated winery tour in the USA
USA today Readers’ Choice Awards”**

**“One of the best tours on the Central Coast is at this Paso Robles winery.”
~ Wine spectator**



CAVES, WILD BOAR ROOM, & EBERLE VIP ROOM

EXPERIENCE THE ART OF FINE WINEMAKING

One of the most unique aspects of Eberle Winery are the underground caves. In 1993, Eberle Winery unveiled 8,000 square feet of underground caves, fulfilling the need for more storage space while providing an ideal naturally cool and relatively high humidity climate for the wine barrels. The clear success of the initial caves inspired the decision to dig even further. By the end of 1997 the caves were extended, completing a grand total of 16,800 square feet of winding tunnels beneath the winery. The distance from the surface to the caves below is an average of 30 feet with 12-inch thick reinforced concrete walls which helps maintain a natural average temperature of 60 degrees year around. The caves are home to our VIP tasting cove, as well as the Wild Boar Room where winemaker dinners and private events are held.

“The Wild Boar Room” located in one arm of the caves is an elegant way to celebrate a special occasion or to dine at one of our winemaker dinners. Our full-service kitchen above ground enables us to provide first class meals from renowned chefs both near and far to create their culinary delights with guests of Eberle Winery. The Wild Boar Room is also available for special occasions and weddings.

Eberle’s VIP Room is located in one of the nooks within the caves and is an ideal setting for an intimate tasting experience for up to six guests. Accessible by reservation only, the private VIP tasting and tour includes a private tour of our 16,000 square feet of underground caves, one on one interaction with one of our knowledgeable tasting hosts, an artisan cheese plate paired with Eberle’s wines, all in the ambiance of the caves.

EBERLE STANDARDS

MASCOTS OF EBERLE WINERY

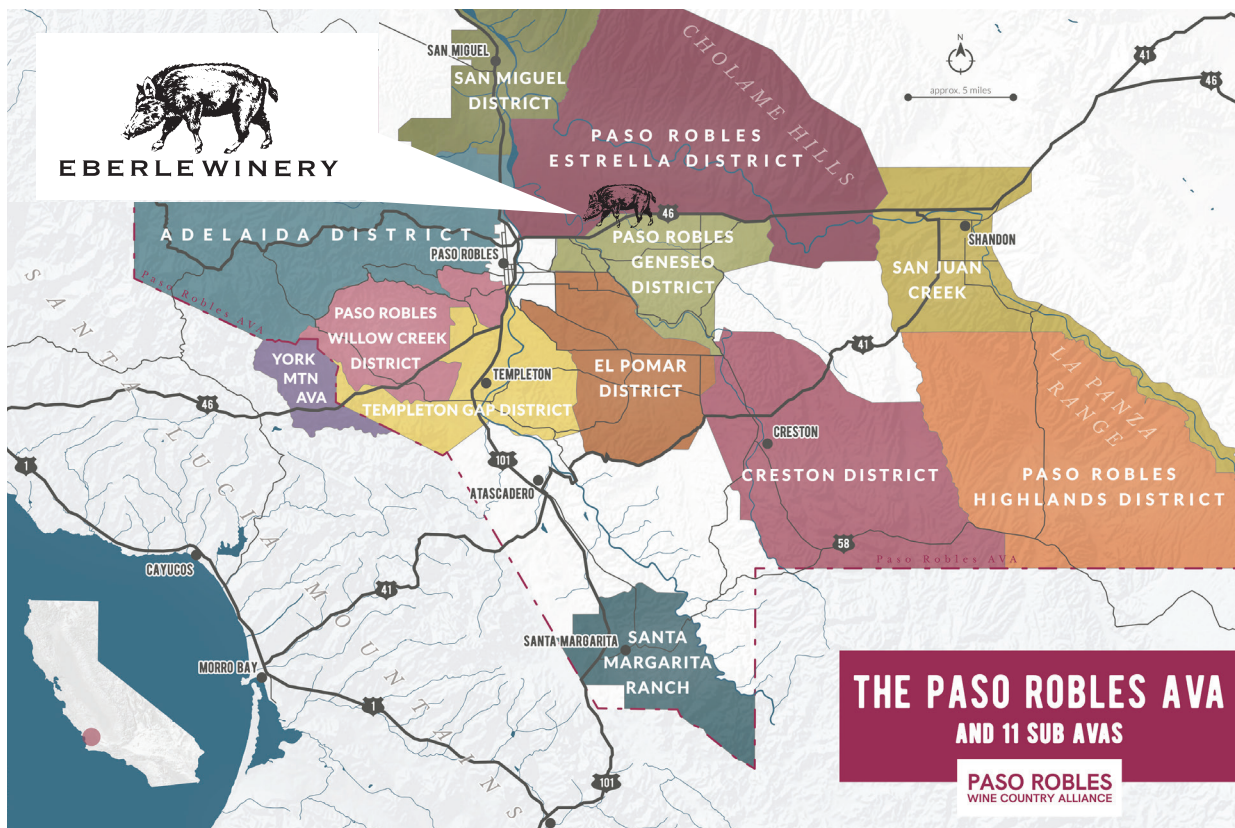
There have always been Standard Poodles at Eberle Winery for the past 40 years, and all of them have been named after wine grapes. The current furry representatives, Sangiovese and Barbera, lovingly greet over 150,000 winery visitors each year. And if they could talk, they would certainly explain how Gary, a crushing defensive tackle in his college days at Penn State, came to love the breed:

“Mom had a black Standard poodle when I was a kid. I have an old photograph of me on the front steps of our house with Shuff. Later, I had a few Irish Setters, and I apologize to Setter lovers, but those dogs were just not as sharp as Shuff. After I opened the winery, I got my first black Standard and named her Canelli. She was MY dog, and she was my best friend for 12 years; God I loved that dog. When she passed in 1992, I knew that this was the breed for me: smart, loyal, social, always making the list as one of the best dogs in the world. That’s why breeders now cross poodles with every other dog in the book. For me, I’ll just stick with the Standard, no reason to change after 39 years.”

The Eberle Standards are the true mascots of Eberle Winery. More friendly than wild boars, the Standards have been featured in books, newspapers, magazines, dog calendars, websites and more. They have a following. And no wonder. Who else would put up with being adored, loved, fed and photographed nearly every day of the year?

Gary Eberle has loved each and every one of his dogs. Each dog has its own plaque on the wall where Gary greets visitors in front of the winery.





THE PASO ROBLES AVA

CALIFORNIA'S CENTRAL COAST

Eberle is 20.5 miles inland from the Pacific Ocean, experiencing daily cooling from coastal breezes.

Located halfway between San Francisco and Los Angeles along the Central Coast of California Eastern region of Paso Robles AVA – highest production, consistency in weather, soil make-up

Established in 1983, co-founded by Gary Eberle

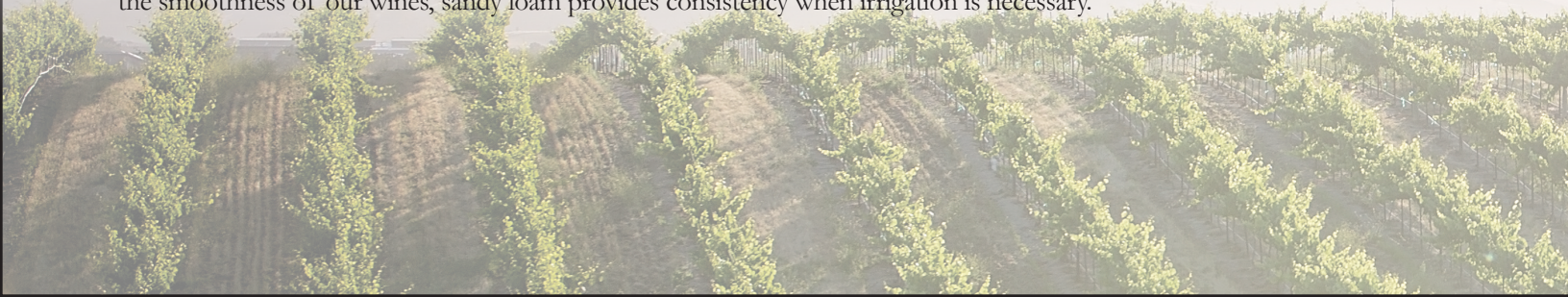
Fastest growing wine region with over 200 wineries

40+ wine grape varieties grown – Known for its proprietary Paso Robles blends – innovative and non-traditional blends of Bordeaux, Rhône, Zinfandel and Spanish varietal blends

Climate: Coastal marine layer during growing season cools the AVA in the evening, with winds pushing cool air into the eastern areas – moderating the daytime heat. The day to night diurnal fluctuations during of up to 50 ° F attains balance in fruit and acid. Winkler Regions II to IV.

Topography: Varied, from river bottoms, rolling hills and flat lands, to mountains. The major geographic features of the area are the Santa Lucia Range in the west, the Salinas River Valley and the Templeton Gap in the mountain range which allows coastal cooling.

Soils: Complex and diverse. Decomposed granite, volcanic rock and marine sedimentary rocks (including calcareous shales, sandstone, mudstone.) The AVA has a layer of limestone/calcareous soil running through it – unique to California's premium wine regions. The gently rolling hills and watershed areas are covered with sandy, loamy soils. Calcareous exposure contributes to the smoothness of our wines, sandy loam provides consistency when irrigation is necessary.



EBERLE ESTATE VINEYARDS

PASO ROBLES, CALIFORNIA



SUSTAINABILITY IN THE VINEYARDS

Nitrogen Rich Cover crops planted in between each row of the vines prevents soil erosion, and adds organic matter back into the soil.

Mowing and chopping cover crops adds organic matter back into the soil also helps maintain soil moisture.

Ripping soil next to vines lets oxygen back into the soil and enables the vines to breathe and grow properly.

Controlled Irrigation – watering is monitored closely and irrigation only takes place when necessary.

Soil Amendments - Soils are tested once a year to see what amendments need to be added to keep the soil healthy and balanced. Green cuttings from S&E Organics are added back into soil once a year as part of this process.

“The only thing we take from the natural environment is the crop. Everything else goes back into the soil & that is what we have always done. We were sustainable before sustainable was vogue.” ~ Cindy Steinbeck

The 40-acre Estate vineyard surrounding the winery is planted with Eberle Cabernet Sauvignon, Muscat Canelli, Viognier, and Chardonnay.

We are still working with many original, own-rooted vines planted in 1982. The gently rolling hillside is composed of well-drained, granite-based gravelly loam soil that receives relatively little rainfall. The soil-climate combination curbs vigorous vine growth and enhances even ripening.

Soil: well-drained, granite-based gravelly loam

Profile: planted in 1982; many original vines still producing well, in particular Cabernet Sauvignon Modified Vertical Shoot Position

Hand-picked Influence on Wines: our Estate vineyard provides consistently high quality grapes year after year that are balanced and well structured, signature of Eberle wines.





TASTING ROOM AND TOURS

EBERLE WINERY, PASO ROBLES

The redwood building housing the Eberle Tasting Room was built in 1983 and designed as a natural extension of the beautiful surrounding Paso Robles countryside. Outside in the front of the tasting room sits a replica of Porcellino, the bronze fountain of a boar found in Florence, Italy. This is very fitting, as the German name “Eberle” translates to “small boar.”

Sitting by the front door, you will usually find Gary Eberle greeting his guests and talking about the history of Paso Robles. As you enter the tasting room you will notice walls adorned with several gold medal awards, along with Gary Eberle’s Penn State Football jersey. At the tasting bar, visitors are treated to five complimentary tastes of wine and offered a complimentary tour of our caves. There is a special VIP tasting in our caves that guests can book for a private tasting of our reserve wines, with an artisan cheese plate.

Outside of the tasting room, we have a beautiful deck overlooking the Estate Vineyard where guests can enjoy tasting flights, as well as wine by the glass or bottle. We also have the Oak Knoll Patio where guests can book a private event or is perfect space for tastings for groups of 8 or more.

Eberle Winery is open from April - October from 10:00 a.m. – 5:00 p.m. and November – March from 10:00 a.m. – 6:00 p.m.



**GENERAL PARTNER &
ENOLOGIST**

Gary Eberle

WINEMAKER

Chris Eberle

CORE WINES

Estate Cabernet, Chardonnay, Syrah, Vineyard Selection Cabernet Sauvignon, Viognier, Zinfandel, Côtes-du-Rôbles & Muscat Canelli

LIMITED WINES

Reserve Eberle Estate Cabernet Sauvignon, Côtes-du-Rôbles Blanc, Sangiovese, Barbera & Côtes-du-Rôbles Rosé

DISTRIBUTION

AL, AR, CA, CO, FL, GA, ID, IA, IL, LA, MI, MO, MT, NC, NV, NJ, NY, OH, OK, OR, PA, SC, SD, TN, TX, VA, WA, WI

AVA

Paso Robles

WINERY

Complimentary Tasting and Cave Tours, Open Daily from 10 am to 6 pm (April - October) and 10 am to 5 pm (November to March). Due to COVID-19 reservations are required and cave tours temporarily not available.

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EBERLE WINERY



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