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Cal Poly Professor Teams Up to Write Book about Paso Robles Viticulture and People

SAN LUIS OBISPO – Cal Poly Professor Thomas J. Rice and Certified Wine Educator Tracy G. Cervellone have published a book that weaves together human history and facts about the Paso Robles American Viticulture Area (AVA).

“Paso Robles: An American Terroir” offers detailed information about the area's land, climate, people and wines.

Four years in the making, the book includes information on the area’s natural environment and the climatic, geologic and soils complexities of the Paso Robles AVA.

The book is the result of decades of earth science studies conducted by Professor Rice. The studies are accompanied by 70 stories about Paso Robles’ family-owned wineries, Rice said. Appendices provide a case study of a representative vineyard, information about soil properties related to viticulture, a complete directory of the area’s wineries, and useful maps of the Paso Robles AVA.

A companion CD for sale on the book’s Web site contains a pdf version of the entire book, along with Web links and e-mail addresses for every winery in the Paso Robles AVA. Additional images of geologic formations, soils, landscapes, vineyards and wineries are also included on the CD.

Rice, who teaches soil science at Cal Poly, is a nationally recognized Certified Professional Soil Scientist. Cervellone is a 20-year wine industry veteran and Master of Wine student.


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