



## **Austin Hope Winemaker & President**

In 1978, Austin Hope came to Paso Robles with his family, when his parents bought a ranch and planted both vineyards and apple orchards. Attempting to punish the rebellious youngster, his father, Chuck Hope put him to work in the vineyards. Much to his father's surprise, at just eight-years-old, Austin took to the work immediately.

Austin studied Fruit Science at Cal Poly San Luis Obispo, while Chuck Hope and Austin's uncle Paul were laying the groundwork for Treana Winery. When Paul passed away in 1996, Chuck Hope turned to his son to lead the family business. The bold and brash 23 year old jumped in ready to make his mark on the business.

Working alongside then winemaker Chris Phelps, Austin quickly learned the ropes began producing a \$30 red table wine from Paso Robles, which at the time was a largely unknown region. "Maybe it wasn't the smartest thing in the world to be the first ones out there doing things, but that's what we do." says Austin.

Austin became Winemaker for the Hope portfolio in 1998. In 2007, with fellow Paso Winemakers started to create what would become the TTB petition for the creation of 11 new sub-AVAs for Paso Robles, a critically important distinction in moving Paso Robles towards becoming a respected wine region.

In 2019 Hope was awarded "Wine Person of the Year" by the City of Paso Robles. Upon the inaugural release of the Austin Hope Cabernet, the wine was awarded 97 points, the highest rating ever given by Wine Enthusiast to a Paso Robles wine. Most recently, the 2017 Austin Hope Cabernet was chosen by Wine Enthusiast as #10 Top 100 Enthusiast Wines of the World and is the first time a Paso Robles wine has made the Wine Enthusiast Top 10.

Today, Austin is showcasing an even greater sweep of the Paso region and has set the standard for Paso Robles luxury Cabernet Sauvignon, his portfolio of wines has expanded to include Austin Hope, Treana, Liberty School, Troublemaker and Quest wines. With his everlasting desire to make wines that reflect all that Paso has to offer, Austin Hope Cabernet is – Paso Robles Defined.



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*Austin Hope*   T R E A N A   **Q U E S T**   **TROUBLEMAKER**   LIBERTY  
SCHOOL

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