



# Q&A

## An Interview with Director of Winemaking Chris Cameron

**T&T: What first led you to Paso Robles in 2007?**

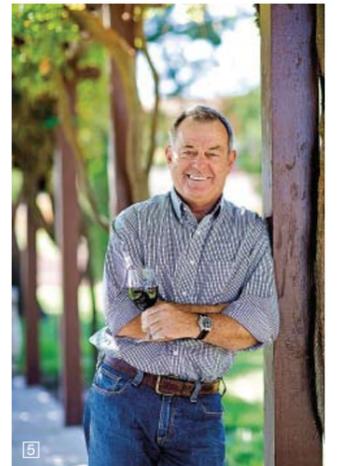
**CC:** I was recruited by a small, ultra-premium winery in Paso Robles and felt that with my 30+ years of international experience, I had something to contribute in identifying the region's strengths and potential.

**T&T: Is there a wine in your current portfolio that would surprise us? For what reason?**

**CC:** The Reserve 2010 Petit Verdot. It contradicts its basic varietal characteristics. Typically, Petit Verdot is used almost exclusively for blending. It adds backbone to a blend because of its physical nature. However, I have completed seven harvests here and consistently each year it has been the strongest performer. Paso Robles Petit Verdot has the strength and character to be a stand-alone varietal with the hallmarks of its physical presence, plus fruit concentration, and elegance in structure.

**T&T: As an internationally trained wine show judge, how do you think wine competitions impact winemaking?**

**CC:** Regional styles and terroir aside, modern winemaking has identified many faults in wine that, when addressed, make the wine dramatically better quality. Wine show judging needs to identify these faults and assess whether or not they are detrimental to the wine's quality or form part of its overall complexity. It can be a very fine line. Wines cannot become too clinical and soulless as a result of 'over treating' because the personalities of the style and the region are a major part of the attraction. For me, I prefer wines that are typically 'clean' and better represent the true fruit profile of each wine. Purity of fruit, varietal definition, and regional and vineyard terroir are all important factors.



### Paso Robles, California

## Broken Earth Winery

# BROKEN EARTH WINERY

**1.** Tasting room guests have a unique opportunity to create their own custom label for the wines they purchase **2.** Gusto Gourmet Market & Café provides fresh gourmet salads and panini, plus a full-service espresso bar **3.** The renowned Rancho Tierra Rejada Vineyard is more than 40 years old **4.** The beautiful winery is a great spot for a wine country picnic **5.** Chris Cameron

**L**IKE ITS EXCEPTIONAL estate wines, the name for Broken Earth Winery was born in the vineyard. Rancho Tierra Rejada (land of the worked earth) Vineyard was first planted in 1973, on a 2,500 acre ranch by the same name. The 522-acre vineyard was one of the region's first commercial vineyards and sold its premium winegrapes to Napa Valley wineries for decades. Today, these highly coveted grapes stay in Paso Robles, in the capable hands of Broken Earth's esteemed winemaker, Chris Cameron.

Born in Australia, he has an amazing résumé that covers the globe and 35 harvests, from Australia, to Italy, to Turkey, to the United States. His talent has been recognized with the award for Best Merlot Worldwide at the International Wine & Spirit Competition in London, and Australia's revered Jimmy Watson Memorial Trophy. Chris came to Paso Robles in 2007 and joined Broken Earth at its birth. Since then, Broken Earth wines have been awarded more than 100 medals including 5 Best in Class and 15 Gold in nationally recognized wine shows.

The winery produces five different brands: Broken Earth, Shimmin Canyon, Pull, Quadrant, Triptych. Each brand expresses a style and price point that appeals to a specific market. Across the board, the wines are beautifully structured and balanced—true representations of their unique terroir.

The tasting room sits on magnificent grounds graced with Italian Cypress trees. Adjacent to the expansive tasting room, the new Gusto Gourmet Market & Café serves handcrafted panini and other tempting local foodie products. Since one goal at Broken Earth Winery is to involve its tasting room guests in a way that goes beyond sampling wines, guests can purchase Pull wines with their own unique custom label in any quantity, and even make their own wine under the tutelage of a wine master. Creating excellent wines and educational experiences is the philosophy at Broken Earth. 🌿



### WHAT TO BUY

'12 **Chardonnay** Citrus, tropical fruit, cream, nuts, spice \$18  
'10 **Cabernet Sauvignon** Cocoa, sandalwood, black cherry, cassis \$22  
'10 **Reserve Petit Verdot** Dark fruits, vanilla, exotic spices \$35

### CONTACT

805.239.2562  
info@brokenearthwinery.com  
brokenearthwinery.com

### TASTING

Tasting Room Open Daily 10:30–5:30  
5625 Hwy 46 E  
Paso Robles, CA 93446

### SPECIAL NOTES

Estate grown wine, sustainable farming practices, café and picnic grounds, gift shop, weddings and receptions, corporate events, wine education