



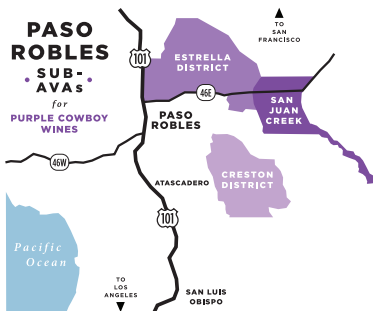
Legend has it that there once was a group of winemakers who loved to ride rodeo on the weekends. They tasted so much red wine while putting the blends together that their teeth turned purple. They became known as the Band of the Purple Cowboys.

A SENSE *of* PLACE



PASO ROBLES IS AMONG CALIFORNIA'S MOST EXCITING WINE GROWING REGIONS

- Located on the coast midway between San Francisco and Los Angeles, this spectacular area is emerging as one of the state's top appellations for complex, yet approachable red wines.



- Its warm Mediterranean micro-climate is moderated by the cooling influences of the Pacific Ocean, just over the coastal range to the west.
- With a colorful history of vast cattle ranches and authentic Western lifestyle, Paso Robles is known as "Cowboy Wine Country".



Purple Cowboy is honored to support **Tough Enough To Wear Pink™**, the western community's grassroots campaign to battle breast cancer. To date, \$35 million has been raised at rodeos and western events to support families facing breast cancer, early detection, and research. Purple Cowboy is proud to give you tasty new reasons to lend a hand.

TOOLS *of the* TRADE



BRANDED WINE OPENERS



TOUGH ENOUGH TO WEAR PINK™ WRISTBANDS



BANDANAS

PURPLE COWBOY

TASTE *the* LEGEND

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