

UNITED STATES

M BY MAC AND BILLY

Fast Facts

Vineyard surface:
Smallest 3 acres, largest 200 acres

Owner:
McPrice (Mac) Myers, Billy Grant, Venus Lai

Winemaker:
McPrice (Mac) Myers & Adrian Perez

Established:
2021

Location:
Paso Robles, California



A new label by the makers of McPrice Myers, winery namesake McPrice “Mac” Myers, Venus Lai, and Billy Grant began this project as a “tribute to the mavericks; those who came before us, who farmed this area with grit and determination, and those who continue the legacy today with mettle and moxie.” Its first wine out of the box is a classic Paso Robles Cabernet. A wine that has all the bold fruit California is known for plus a gorgeous backbone of acidity achievable in the Paso AVA thanks to its unique climate.

THE HISTORY

The team at McPrice Myers began this project in 2021 to make great wine that honors the Paso Robles “Old School - not so much the style, but the people.” explains Mac. A gifted winemaker, Mac has been crafting unique and well-received Rhone-style wines here since 2002. He essentially “grew up” as a winemaker in Paso Robles and is more and more seeing his work recognized as his wines receive the highest accolades from the top reviewers and publications in the country. His partner and friend Billy Grant - in charge of business development for McPrice Myers - is a true champion of Paso Robles, having been promoting the area and its wines for decades. He was selected Person of the Year in 2021 by the Paso Robles Wine Country Alliance, which Mac likens to a “lifetime achievement award.” Venus Lai holds a PhD in Molecular and Medical Genetics but an incessant interest in wine led her to become an expert on fermentation and she now brings her inventive spirit, sharp mind for business, and keen

sense of style into the fold. Their combined dedication and enthusiasm for Paso Robles and its wines has led them to create a label that represents the pioneering spirit, hard work, and perseverance of the Paso Robles winemaking community.

THE TERROIR

Paso Robles (which means Oak Pass or Pass of the Oaks for exactly the reason the name suggests) is located halfway between San Francisco and Los Angeles, just 20 miles from the Pacific Ocean. What makes it special is the interesting patchwork of different soils and a climate unlike any other growing area in California. While desert-like heat often dominates during the day, cool breezes off the Pacific Ocean funnel through the Templeton Gap, over from Monterey Bay and from the nearby hills providing grapes with the opportunity to cool down. The elevations - around 1,300-2,000 feet above sea level - also play an integral role in providing cooler temperatures, especially overnight. All of this combined leads to vast temperature swings, which aid in developing crisp acidity, elegant aromas, and slow ripening over a very long growing season. The soils of the area can differ greatly, but Mac and Billy actively seek out clay-rich vineyards, which help retain water, also helpful in the dog days of summer. This singular combination of influences paired with top winemaking makes for bold and opulent yet bright and vivacious wines. M Cabernet is made from grapes grown in the Adelaida, Willow Creek, Templeton Gap, Creston, El Pomar, and Estrella districts of the Paso Robles AVA.



M CABERNET: 84% Cabernet Sauvignon, 6% Malbec, 5% Merlot, and 5% Petite Syrah, all grown in the Adelaida, Willow Creek, Templeton Gap, Creston, El Pomar, and Estrella Districts of the Paso Robles AVA. The vineyards are mostly west and south facing at 900-1700 feet above sea level. Soils vary but mostly alluvial, calcareous, and clay loam. The fruit is destemmed and cold-soaked for 3-5 days.

This is followed by fermentation with pump-overs and punchdowns three times a day. Ages 10 months in stainless steel tanks and French barrique, 20% new. Chocolate-blackberry ganache, cranberry preserves, sweet mint, black licorice, dark olive, new leather, and mahogany. The palate is sleek and supple, with fine-grained, polished tannins, and a complex and classy finish.