

Agritourism Retreats at CASS Winery Highlight a Learning, Doing + Dining Model at the Geneseo Inn

CASS Winery partners with local experts to create elevated travel experiences that allow for guests to combine their love of food + wine with a connection to the land.



FOR IMMEDIATE RELEASE

9 August 2021 (PASO ROBLES, CA): With the development of the GENESEO INN, CASS Winery has launched a robust program of agriculturally focused retreats. These are all-inclusive, multiple day stays on the vineyard with full itineraries that swing from hands-on agricultural experiences to elevated winemaker dinners and accommodations at their discerning boutique inn.

“While undergoing the permitting process for the Geneseo Inn, we were asked to create some Ag education programs,” says owner, Steve Cass. “We heartily agreed, since we already cared about similar programming on the vineyard.”

With 145 acres of vineyard, organic gardens, beehives, a small olive orchard, an estate beef program, a stocked reservoir, as well as chickens and ducks on property, CASS has a rich history in the farm-to-fork movement. Combining education and some fun hands-on experiences was a natural fit for highlighting their accommodations at the GENESEO INN. Awarded the 2021 Metal Architecture Design Award, the inn is comprised of only 8 units and offers the VIP luxury setting for these unique agritourism retreats.

A Winemaker’s Dude Ranch

Planted with both Rhône and Bordeaux varietals, the CASS Vineyard plays the perfect backdrop for a “Dude Ranch” styled retreat for those craving a little more wine knowledge.

MEDIA CONTACTS

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CASS | WINERY

Starting with a vineyard tour lead by Steve Cass, guests fold into a welcome dinner under the Geneseo oak tree and get to know each other around the evening fire pit.



CASS | WINERY

Combining education on the most ancient agricultural traditions with a hefty dose of pampering sets agritourism at CASS on a unique level.

Morning is ushered in by breakfast in bed, followed by grape picking, a winery tour, and then a grape stomping competition. After washing up, guests join our Executive Chef for an interactive cooking demonstration followed by lunch on the veranda with views of the vineyard. Then comes an educational class lead by a sommelier, Katie Gebauer of [Niche Wine Tours](#), highlighting the relationship between food and wine. The evening is then punctuated by an elegant winemaker dinner hosted by Steve and Alice Cass.

After breakfast the following morning, guests finish up their stay on the vineyard with an in-depth class on home winemaking. Provided with the tools needed, guests find themselves cultivating a new hobby:

From the inaugural retreat last year, Dave and Carol shared, "Had a wonderful time at the Grape Harvest Retreat. I have some great pictures of Dave and I starting our winemaking experience. I would recommend the Grape Harvest Retreat to anyone who loves good food, good wine, good people and a good time"

September 20-22nd (2021 & 2022)

September 27-29th (2021 & 2022)

Under the Paso Sun

Partnering up with local growers like [Groves on 41](#) and [Kiler Ridge](#), CASS Winery hosts an olive harvest retreat that takes guests from picking olives, to pressing, to tasting, and ultimately to bottling olio nuovo for home.

Similar to the focus on cuisine and indulgences of The Winemaker's Dude Ranch, the guests' hands-on activities are balanced with elaborate dinners and the pampering of locally sourced and crafted spa products from [Life Elements](#).

A guest shared, "What an awesome Olive Harvest Retreat with new friends! We were treated beyond words with love from Cass. We'll be back for the beekeeping retreat for a reunion."

November 1-3rd (2021 & 2022)

November 8-10th (2021 & 2022)

Get Your Buzz On

For those feeling slightly more daring, CASS Winery offers their beekeeping retreat lead by Erin Holden, the President of the [Central Coast Beekeepers Alliance](#).

What began as a rescue for a renegade swarm on the vineyard, has developed into a healthy teaching colony. While guests are treated to the luxury of a GENESO INN stay, coupled with a beautiful winemaker dinner and breakfast in bed, the time comes for suiting up and meeting the bees. Learn the ins and outs of backyard beekeeping as Erin guides each participant in tending to the hives. The rush of the experience is finished off with a classroom setting for diving deep into the details of apiary, along with the golden sweetness of honey.

March 8-9th (2022)

March 29-30th (2022)

Notes to Editors:

IMAGES | VIDEOS | LOGOS CAN BE DOWNLOADED HERE

ABOUT CASS WINERY

CASS Winery is a family owned vineyard in the heart of the Geneseo Sub AVA of east Paso Robles, CA. With 145 acres of Rhône and Bordeaux varietal vines planted, the winemaking tradition at CASS has been vineyard-forward and 100% estate grown centric since its birth.

The focus of CASS Winery has always been centered on excellence. As one of the earliest wineries to delve into uniting their tasting room with an award-winning, full-service cafe, CASS has continued to hone and expand their offerings. Having executed vineyard weddings since 2004, they debuted their new state of the art Barrel Room for lavish modern affairs in 2019. Coupled with the new GENESEO INN and Camp CASS experiences, CASS Winery has poised themselves beautifully as your next wine country retreat.

To discover more of CASS Winery, please visit their website at <https://casswines.com> and <https://www.experiences-casswines.com>

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