

For Immediate Release
October 29, 2019
Photos Available Upon Request

Media Contact: Catherine Jaeger
805.227.4812 x120 / c.jaeger@vinarobles.com

VINA ROBLES RE-LAUNCHES BISTRO SERVICE, INTRODUCES NEW HOSPITALITY TEAM

New Chef and New Director of Hospitality Elevate Winery's Culinary Experience

Paso Robles, CA— Vina Robles Vineyards & Winery today announced the re-launch of their Bistro Service with new Winery Chef James Richmond and Director of Hospitality Szymon Piechaczek at the helm. “We have renewed and reimagined our culinary vision under the guidance of these two new talents,” said owner Hans – R. Michel. “We are proud to offer a bistro experience that showcases our wines like never before.”

The Vina Robles Hospitality Center, in the heart of Paso Robles Wine Country, now features extended Bistro Service hours along with an expanded menu that reflects Richmond’s passion for ultra-local ingredients and sustainable agriculture.



Signature dishes on the seasonal menu include Burrata with fig jam, bacon, Marcona almond, white balsamic and pickled pearl onion, and the Vina Robles Burger with VR Cab caramelized onions, portobello mushroom and roasted garlic aioli.

“I want our menu to be elevated, but also simple and clean—something you can easily connect to, without having to ask a lot of questions,” Richmond said. “Vina Robles wines have always been stylistically balanced and food-friendly, and our dishes are designed to accentuate these qualities.” Richmond brings 15 years of culinary experience to the Vina Robles Bistro. He is a graduate of Le Cordon Bleu Culinary Institute in San Francisco, and came to Vina Robles from Ventana Big Sur, where he was chef de cuisine.

The Vina Robles culinary and hospitality programs are overseen by Piechaczek, the new Director of Hospitality. Piechaczek wields more than 25 years of experience in the food, wine and hospitality industries, including stints in Phoenix and Los Angeles, and most recently the InterContinental Los Angeles Downtown. A Certified Sommelier with the Court of Master Sommeliers, Piechaczek also holds a WSET Level 2 Award in Wines.



“My aim is to refine every experience with extra touches that make one feel at home,” Piechaczek says. “We want each guest to walk away with nothing less than an impression of exquisite service, exceptional cuisine and extraordinary wines.”

Richmond and Piechaczek are also working with Vina Robles Winemaker Kevin Willenborg on a sophisticated Food & Wine Pairings program. A culmination of their shared experience, the first offering will roll out soon, and of course will change seasonally.

Bistro Service hours are Wednesdays through Sundays from 11:00 a.m. to 3:00 p.m. For more information, and to make reservations, go to www.vinarobles.com.

About Vina Robles Vineyards & Winery: Growers and makers of expressive, approachable estate wines from Paso Robles, California, Vina Robles owns and farms six estate SIP® Certified Sustainable vineyards in five sub-districts in the region. First class hospitality service is offered by way of unique, memorable experiences with wine, food and music at their core. The vineyards & winery are owned and managed by two Swiss families who have been farming winegrapes in Paso Robles for more than 20 years.

Known primarily for their Cabernet Sauvignon and Petite Sirah, the Vina Robles lineup includes small lots of a wide range of varieties and creative blends. While adhering to traditional winemaking methods, veteran winemaker Kevin Willenborg implements modern technologies to make his estate wines with minimal intervention at the state-of-the-art Vina Robles Winery. www.vinarobles.com.

###