

# Chloe Asseo Joins Family Business at L'Aventure Winery

Paso Robles Brand Begins the Next Part of the Adventure



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The adventure continues at [L'Aventure Winery in Paso Robles, Calif.](#), as Chloe Asseo, daughter of owners Stephan and Beatrice Asseo, joins the family business as the new Sales, Marketing and Communications Director. Chloe is one of three siblings and brings an innovative touch of French flair to the business. Her training in visual communications from the Fashion Institute of Design and Merchandising in Los Angeles along with her skills in brand merchandising will serve as an integral part of marketing L'Aventure's world-class wines.

“Chloe’s decision to join the family business provides a new way of thinking about sales and marketing for L’Aventure,” says Stephan. “Her time working in Paris and Bordeaux with the fashion industry in both boutique and luxury brands brings fresh thinking to how we sell the L’Aventure brand. New ideas are key for our estate driven, limited production wines. I couldn’t be more proud to have my daughter working alongside me.”

Connecting with L’Aventure’s customers is one of the key opportunities Chloe identifies. “I want to help wine enthusiasts discover our wines by working with the best retail, restaurant and direct buying channels that align with our brand attributes. Communicating our story through a high touch experience in the tasting room, especially the new tasting room and caves under construction now, is the place to start.”

L’Aventure is one of the most sought after wines in Paso Robles and continues to produce some of the region’s greatest blends as recognized by wine critics worldwide. The brand was founded in 1996 when

Stephan Asseo, maverick vigneron and artisan winemaker left Bordeaux to pursue his quest for great terroir. Stephan chose the west side of Paso Robles in the Willow Creek sub region with deep calcareous soils, the maritime influence of the Templeton Gap and the rolling topography of the Santa Lucia Mountain Range. For nearly two decades, Stephan has lived his dream of blending the best of the Bordeaux and Rhône varieties to create his authentic Paso Blends.

"I am excited to work with my father to bring to life his passion, motivation and hard work of making great wines. I am so proud of my parents' success," says Chloe. "Now that I am a member of the day-to-day team, my goal is to continue to elevate L'Aventure's status as a premier brand."

Located in Paso Robles, California, L'Aventure wines are distributed in 33 states and 15 countries and open seven days a week by appointment only in the tasting room. To make an appointment in the tasting room and learn more about the brand go to <http://www.aventurewine.com>. Follow them on social media: Facebook – L'Aventure Winery; Instagram: Laventure\_wine and Twitter - @LAventureWine.