

# Redefining The Modern Wine Experience



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**Young, creative, entrepreneur to open innovative wine bar, restaurant, store and gallery in the heart of California's Central Coast wine region.**

November 19, 2012, 7:05 am -- [/EPR NETWORK/](#) -- Josh McFadden, the 31 yr. old Creative Director and Founder of [Proof Wine Collective](#) (a creative company dedicated to developing small-production, critically-acclaimed wineries) has big plans for a space of his own. The self-taught entrepreneur has spent over ten years mastering the ins and outs of the wine industry: working harvest, sommelier at restaurants, wine buyer, wine shop clerk, cellar rat, cook, server, and wine label designer... He's been there!

After 4 years of building Proof from the ground up, Josh is ready to catapult himself into the next big project. [Turncoat Wine Co.](#) will be a wine bar located in the center of the rapidly growing wine region that is the Central Coast of California. Not only will it be a wine bar, the 4000 sq. ft. space will also offer a full service restaurant, wine shop, lesson room for tastings, and also act as an event location. Turncoat will create a much larger wine presence in the small downtown of San Luis Obispo, and put the area on the map as a top destination for lovers of wine, art and food. It is set to open its doors in early 2013.

The space will be a "living gallery", as Josh describes it. "Imagine the most interesting party you've ever been to: you are meeting

fascinating people, including awesome winemakers, offering you wines you've never seen, you are being offered food from the season you've never tasted, and you have at your disposal over 500 wines from wineries located everywhere in the world. The place will be a display of sensations, and the play between all of them: an interpretation-gasm."

Needless to say, Josh is intent that Turncoat will be a work of art in itself. His repertoire includes labels on display at the SF MOMA, Trader Joes, as well as for many of the top wine producers of Paso Robles and Santa Barbara like [Herman Story](#), [Sans Liege](#), [Field Recordings](#), [Alta Maria](#), and [Force of Nature](#).

"The winemakers I've worked with, just like myself, don't come from money or privilege." Josh brings up. "We've had to make our own way and we couldn't have made it this far without the support from our friends."

In preparation for Turncoat, Proof Wine Collective has put together a compelling campaign to raise money and awareness on the crowd-funding site [Kickstarter.com](#). They're trying to raise \$25,000 by Dec. 3rd in order to help fund some of the initial start up costs of the wine bar. Rewards for support vary from graphic t-shirts, fine art prints, and custom art pieces inspired by yourself. "One print we made is called Wine Pangea which is my attempt to simplify and beautify the world of wine; and the other is called Presidential Drugs of Choice it's a print detailing every drug/vice done by each President," explained Josh.

Both the prints reflect Proof's unique creative style which reappropriates vintage engravings with colors, elegant typography, and new information.

Proof Wine Collective was founded in 2008 in order to create a world where curious and creative spirits may fall in love with wine. Visit their website at [www.proofwinecollective.com](http://www.proofwinecollective.com).

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For more information, steakhouse recommendations, interviews, or additional photos please contact Sarah Berger, [sarah@proofwinecollective.com](mailto:sarah@proofwinecollective.com).

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**PROOF WINE COLLECTIVE**

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**The Wine Pangea (by Proof Wine Collective, 40" x 27")**

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