

### **Bob & Maggie Tillman**, owners , Alta Colina, Paso Robles, California

**BOB**, director of winemaking | **MAGGIE**, director of sales/marketing

“Having spent many years in the electronics business, I am familiar with a lot of different trade publications in different markets. Hands down, *Wine Business Monthly* is by far the best I have read. It dominates our business with a great mix of theory vs. application, product vs. process, vine vs. wine, market analysis vs. sales strategy, and finance. Quite simply—it is the go-to source for all things wine.”

Bob Tillman

“In the last five years we’ve gone beyond a traditional tasting room with the additions of our Cellar Door Tasting, Summit Vineyard Tasting and Trailer Pond vineyard campground. We’ve found success with all three experiences across different consumer audiences – and all three were created with *WBM* consumer data in mind. *WBM*’s coverage of tasting room trends as well as salary information has been invaluable as we grow our business and our team.”

Maggie Tillman



JULIA P. GARRETT

**NAME AND TITLE:** Bob and Maggie Tillman, Owners, Alta Colina  
**Bob**, director of winemaking; **Maggie**, director of sales/marketing

**WINERY NAME AND LOCATION:** Alta Colina Vineyard & Winery. Our vineyard sits atop two 1,750-foot mountains in the Adelaida District of the Paso Robles AVA. We planted in 2005, focused completely on Rhône varieties. Since 2013, we have farmed organically. After 8 years in a neighbor winery, we built our own winery in 2014, nestled in the canyon 500 feet below our vineyard.

**ANNUAL GRAPE/TONNAGE:** The vineyard gives us 100 tons each year with roughly +/- 20 percent vintage variation. In 2019, we fermented 51 tons, selling the remainder to several world-class wineries in Paso.

**PLANTED ACRES:** 31 acres: 80 percent red, 20 percent white—all Rhône.

**CAREER BACKGROUND:**

**Bob:** As my daughter, Maggie, is fond of saying—for 35 years I was an electrical engineer by day and a home winemaker by night. After retiring, I bought a 130-acre ranch in the Coast Range west of Paso Robles and set about creating our brand.

**Maggie:** Like my dad, Bob, I didn’t see a career in wine coming. Armed with an undergraduate degree in linguistics, my plans to continue my studies in that field were derailed when a “break from school” led to my first tasting room job. After working with four other great Paso wineries, I transitioned to working with my dad to launch the first vintage of Alta Colina in 2009. Since then, we’ve built a small but mighty team and continue to focus on quality in everything we do.

**WHAT HAS BEEN YOUR BIGGEST PROFESSIONAL CHALLENGE?**

**Bob:** Given that we went from a little book learning and a barrel in the garage to 3,000 cases a year of estate bottled Rhône, this could be an extensive listing! In reflecting, we find the challenges to be un compelling—instead, our thoughts turn to the impressive core of Paso people who have helped us along the path, and the incredible luck Mother Nature has sent our way. Alta Colina is as much about the journey as it is about the destination.

**VARIETALS THAT YOUR WINERY IS KNOWN FOR:** We usually bottle six reds and four whites per vintage. It is a mix of varietal labels and blends. Our signature wines are the Toasted Slope Syrah, Claudia Cuvee Marsanne, and GSM.