

PLATINUM SERIES

Select, Ultra Premium, Collectable Wines from California's Best Winemakers

Any winery advertising a really excellent view of San Francisco had better refer to the new Rock Wall Winery located across San Francisco Bay in Alameda. Housed in a pair of ancient airplane hangars (the site was formerly the Alameda Naval Air Station), the new winery is the latest wine project of the prestigious Rosenblum family, former owners of Rosenblum Cellars (of Zinfandel and Rhône varietal fame) also located in Alameda.

When Rosenblum Cellars was sold in February 2008, it was a gigantic 250,000-case entity. Owner Kurt Rosenblum decided to start again on a much smaller scale and Rock Wall Wine Company was born. Rosenblum jumped at the chance to locate at the ageing former military facility with its unparalleled view of San Francisco's marvelous shore and skyline.

Work began in August of 2008 and Rosenblum's daughter, Shauna, now 27, was soon caught up in the enthusiasm of the new project.

"I had grown up around the family winery and worked every job possible," she admitted. "At two years old I could do certain jobs. Even though I went to college and my degrees are in fine arts and ceramics, there is a kinship between the chemistry involved in the wine business and that required for a ceramics degree.

"There was so much energy involved in renovating the hangars and getting the place fitted to be a winery, I was soon caught up in the emotion. Whenever something came up, my father asked if I could do it. When it was all finished, he asked me if I wanted to stay involved. He already knew what my answer would be."

Shauna Rosenblum became the winemaker as well as the face for Rock Wall Winery. By the way, the Rock Wall tag refers to the rock border that surrounds the entire Alameda base site, built during WWII to protect the base from Japanese torpedoes that never materialized. It is a scenic addition to the area as well as a wonderful source of old folklore and the like.

Rock Wall Winery's first release came in 2009, almost 2,000 cases of mostly Zinfandel and other odd-ball varietals according to Rosenblum. "We are already up to almost 10,000 cases and we utilize fruit from 39 different sources," she explained. "These

sources are located all the way from Soledad in the south to Mendocino in the north, practically all of wine-producing California."

And, concerning the winery's almost instant success, "We really weren't prepared for the recognition we have experienced so far. We have had so much fun and I am surrounded by so many great people with extremely high energy levels. Around here, we believe that all this love and energy have been somehow transmitted to our wines. It has allowed for our rapid expansion."

That development has also been fueled by some terrific press and competition scores, making Rock Wall Winery one of the few real success stories of the soft past two years in the California wine business. What the future holds for the fledgling winery is anyone's guess.

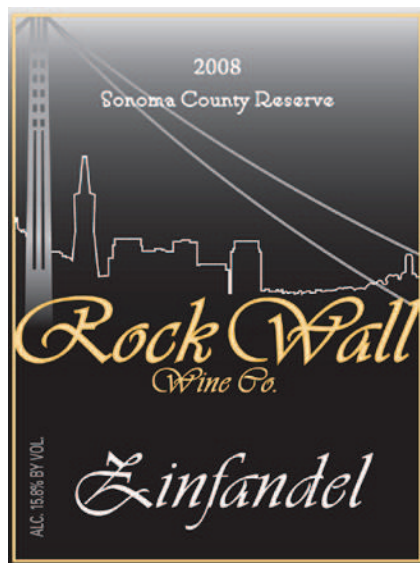
"We want to continue producing wines in small quantities (around 800 – 900 cases per varietal). We want the wines to be really unpretentious, yet awesome in their own right. We have a great mixture of Zinfandel, Rhône varietals, and some wonderful Italian

varietals to work with, and the wine drinking public seems to like just about everything we have made," commented Rosenblum.

Shauna's father Kurt is referred to as the "consulting winemaker," and is available "whenever a tough question arises," but Rock Wall Winery is definitely Shauna Rosenblum's baby.

"We are extremely proud of our new tasting facility that is almost finished," she added. "It is a geodetic dome located at the tip of Alameda with an incomparable view that is only minutes from the ferry that connects us to San Francisco. For people with a limited time in San Francisco who want to visit a winery, the ferry ride over is almost magical."

Shauna Rosenblum is that rarest of individual whose compassion and enthusiasm dictate a sure winner. Her winery is well on its way to taking its place among the emerging pearls of the boutique industry that offers engaging wines and an even more compelling story behind the wines. It will be interesting to follow the development of Rock Wall Winery and its myriad of enjoyable wines. Wineries like this one make drinking wine all the more fun and enjoyable.



The road to great wine begins at your door.

TASTING NOTES



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407 Cases Produced

Rock Wall Wine Company's 2008 Reserve Zinfandel was sourced entirely from the 108-year-old Monte Rosso vineyard, situated approximately 1,600 feet above Sonoma Valley on Moon Mountain. The old vines thrive in these mountain conditions and consistently produce some of California's top Zinfandel grapes. The 2008 Reserve Zinfandel from Rock Wall Wine Company displays the vineyard's characteristic honeycomb flavors, combined with rich strawberry jam and orange zest components, and slight notes of black tea, currant, and herbal spice. The wine garnered **91 Points** from the *Connoisseurs' Guide* in addition to the prestigious honors it was awarded at the *California State Fair*, including **Best Zinfandel in California**, a **Double Gold Medal**, and **Best of Class**. The 2008 Reserve Zinfandel also picked up a **Double Gold Medal** at the *Next Generation Millennium Wine Challenge*, a **Double Gold Medal** at the *Denver International Wine Competition*, and a **Gold Medal** at the *Long Beach Grand Cru Wine Competition*. Aged in 50% French Oak and 50% American Oak. 100% Zinfandel. Enjoy now until 2015.



Dear *Platinum Series* Members,

I grew up a "cellar rat" in Alameda on the site of what would become my Dad, Kent Rosenblum's, Zinfandel empire namesake, Rosenblum Cellars. Always hanging out with my winemaker parents, I was a precocious little sponge. By the age of 2, I was demanding to smell tank samples from other wineries I visited with my family. By the age of 3, I was helping Dad taste and check brix (sugar) levels in the grapes at our vineyard. By the age of 10, I was working on the bottling line, and helping in the cellar; and by the age of 15, I would sit in on blends done by Dad, and his assistant winemakers.

Dad and Mom always told me that I should do whatever I was passionate about, so I attended undergraduate and masters studies in ceramics and sculpture. During my ceramics degree, I had to take several semesters of chemistry, which felt very familiar and natural to me because I'd been involved in the application of it for my whole life at the winery. This was the "light bulb" that winemaking really was an amazing art, and that's what I wanted to do.

In 2008, my family sold Rosenblum Cellars, and started Rock Wall Wine Company. Dad says that my enthusiasm for winemaking was apparent through the dedicated hours and love I put into Rock Wall's first harvest. By the end of harvest, it was evident that not only was I in love with what I was doing, but I was a natural at it from my life-long installation of winemaking experience. At the end of that harvest, Dad named me Winemaker!

Since then, our wines have been garnering many Gold Medals, Double Gold Medals, Best of Shows, and even the accolade of "Best Zinfandel in California" from the California State Fair in Sacramento!

By the way, the "Best Zinfandel in California" is the Zinfandel Reserve you have in this shipment!

Cheers and a Prosperous New Year to All!

Shauna Rosenblum

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REORDERS

Showing off one of Sonoma's most treasured varietals, Rock Wall Wine Company has crafted a concentrated, intense, and distinctive wine with their highly acclaimed 2008 Reserve Zinfandel. This top flight wine reflects the traditional Sonoma County style and represents what premium California Zinfandel is all about!

The **Rock Wall 2008 Reserve Zinfandel** retails winery-direct for \$30.00 per bottle. As a *Platinum Series* member your very special pricing is as follows:

2-Bottle Members..... \$25.50 /bottle*

4-Bottle Members &

Multi-Series Members.....\$24.00 /bottle*

*2 bottle min. order [Plus shipping]

Call: 1-800-266-8888

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