



# Platinum Wine Club

90+ Rated, Ultra Premium, Collectable Wines from California's Best Winemakers.

## Rock Wall Wine Co. | Sonoma County

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 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 Kent Rosenblum, who was known as "The King of Zin," 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 aging 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, 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 finish, 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 Wine Company. 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 Wine Company'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 12,000 cases and we utilized 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 Wine Company one of the great recent success stories in the California wine business.

"We want to continue producing wines in small quantities (about 800 to 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.

"We are also extremely proud of our new tasting facility," 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."

Sadly, Kent Rosenblum passed away in September 2018. For Kent, making wine was always about a willingness to explore viticultural regions and experiment with winemaking techniques, which is the legacy he has passed on to his daughter. Today, Shauna heads up the cellar at the family venture and she continues to make Rock Wall Wine Co. all about having fun while making the best wines from the best regions, and sharing the experience with others. As her father was always fond of saying, "Never underestimate the value of a little fun."

Shauna Rosenblum is that rarest of individuals 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 Wine Company and its myriad of enjoyable wines. Wineries like this one make drinking wine all the more fun and enjoyable.





**93 POINTS**  
**+ CELLAR SELECTION**

— *Wine Enthusiast magazine*

**DOUBLE GOLD MEDAL**  
**+ BEST OF SHOW**

— *Alameda County Fair*

**DOUBLE GOLD MEDAL**

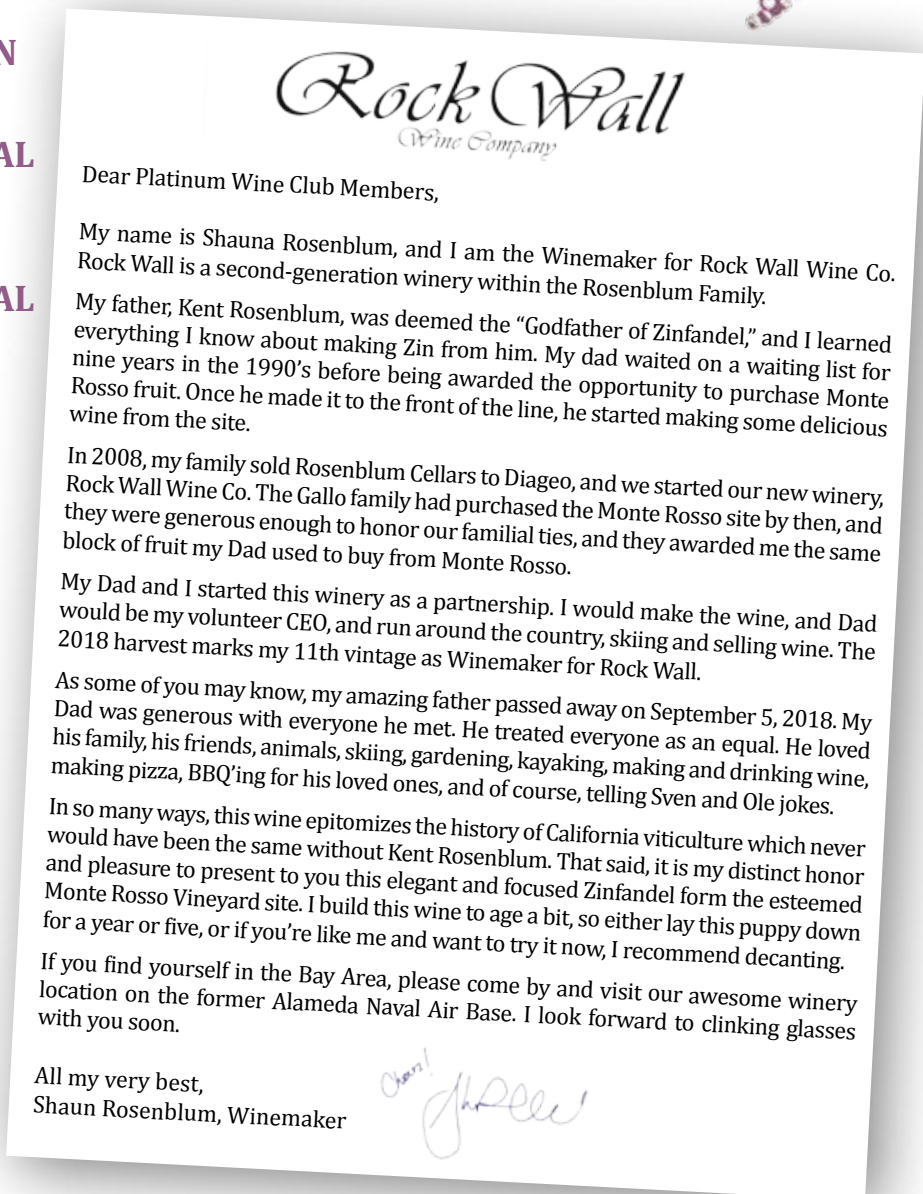
— *OC Wine Competition*

**440 cases produced**

California Zinfandel aficionados have long revered bottlings from the legendary Monte Rosso Vineyard in the Sonoma Valley AVA. This prestigious vineyard is sought after by many, but only a lucky few have access to the stellar Old Vine Zinfandel that is grown here. Rock Wall Wine Co.' block in the Monte Rosso Vineyard has 116-year-old vines that yield some fantastic wines. The 2016 Reserve Zinfandel is rich, round and ripe with aromas and flavors of briary raspberry, honeycomb, cacao, and strawberry, all wrapped around a peppery, exotic core of dark chocolate and brambly blackberry. This wine will age beautifully for years to come. 100% Zinfandel. Aged in oak. Enjoy now until 2026.

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4-Bottle Members:	\$33.00	\$30.50	\$29.25



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**This month's Platinum *Plus!*  
Featured Wine:**

**V Madrone 2015 'Le Prechaun'  
Red Wine, Napa Valley**

92 Points - *Robert Parker's The Wine Advocate*  
50 Cases Produced



\*Effective per bottle prices after Membership Rewards discount is applied at checkout. Membership Rewards does not apply to Sale or Special-Offer Wines. Shipping and tax (if applicable) not included in above prices.