



**RODNEY STRONG**  
*Vineyards*

FOR IMMEDIATE RELEASE

**RODNEY STRONG VINEYARDS UPDATES SONOMA COUNTY PACKAGING**  
***New Label Conveys Sonoma Grown and Family Ownership***

**HEALDSBURG, CA – November 1, 2011** – Rodney Strong Vineyards professes that Sonoma County is one of the most important aspects of their quality and what makes their winery unique. With that in mind, and also wanting to communicate about their family ownership, the team decided to update their Sonoma County wine label, the winery's most effective means to communicate with their customers. The new label emphasizes "Sonoma Grown for over 50 years," and now includes winery owner, Tom Klein's signature.



Vice president of marketing, Dan Wildermuth says, "Tom wants to stand behind the quality he believes we put in every bottle. His signature, front and center, does just that."

The new package was designed by HKA Design in San Francisco. The direction given to their team was simple; convey Rodney Strong Vineyards' strengths, which are its people, place and passion.

The new package will hit wine isle shelves starting with Rodney Strong's 2010 Sonoma County Chardonnay, shipping now, and will be completely transitioned in early 2012 with the release of their 2009 vintage Sonoma County Merlot and Sonoma County Cabernet Sauvignon.

Rodney Strong also recently completed a [Sonoma County, Place Matters](#) video that tells the story of Sonoma County's unique characteristics. The aim with both the package and the video is to convey how unique Sonoma County is and that its uniqueness translates into quality as well as being part of its appeal.

Rodney Strong Vineyards is dedicated to crafting world-class wines that capture the essence of Sonoma County. Rodney Strong sustainably farms 14 estate vineyards and produces wines from Sonoma County's finest appellations – Alexander Valley, Russian River Valley and Chalk Hill. The winery was founded in 1959 by Sonoma County wine pioneer Rodney D. Strong as the 13th bonded winery in the county. It was purchased by the Klein family, a fourth generation California agricultural family, in 1989. The company aspires to conserve and protect the environment in all its operations.