



RODNEY STRONG WINE ESTATES

CONTACT

Christopher O’Gorman
Director of Communications
707-433-0998
chrisog@rodneystrong.com

FOR IMMEDIATE RELEASE

RODNEY STRONG ANNOUNCES CHANGES TO WINEGROWING TEAM

Allison Dericco promoted to Estate Vineyard Manager

HEALDSBURG, California (February 25, 2022) – Rodney Strong Wine Estates, one of Sonoma County’s leading family-owned wineries, has announced the promotion of Allison Dericco to Estate Vineyards Manager. Allison and her family have been a part of the Rodney Strong tradition since the earliest days of the winery. Her father Rand worked for Sonoma County wine pioneer Rod Strong in the 1970s, helping to plant the iconic Chalk Hill and Alexander’s Crown Vineyards. Her mother, June, worked nearly 40 years in the company offices. Allison’s first job for Rodney Strong Vineyards was washing wine glasses in the tasting room when she was fifteen. Later, she worked as a temp in the Scale House, then as a winegrowing technician for the Grower Relations Team. She then moved up to Viticulturist and now as Estate Vineyard Manager, will oversee the very vineyards her father helped Rod Strong to plant.

Allison’s primary responsibilities will be to help implement the detailed and comprehensive vineyard development plan and oversee the approximately 825 acres of estate vineyards. “I feel really connected to this place,” Allison explains. “I grew up here among these vineyards. My parents and grandparents lived on the adjoining properties of the winery here in Healdsburg. I’m just really excited for this opportunity.”

Allison Dericco was Senior Vice President of Winemaking & Winegrowing Justin Seidenfeld’s first hire at Rodney Strong Vineyards. In speaking about Allison, Seidenfeld says, “Allison has over-delivered on every aspect of what she has accomplished throughout her tenure at Rodney Strong. We are extremely excited to have her in this role and know that her passion and dedication to excellence will lead to the best quality fruit we have ever farmed to help us drive wine quality in our pursuit of perfection.”

About Rodney Strong Wine Estates

Rodney Strong Wine Estates is a family-owned wine company that includes Rodney Strong Vineyards, Davis Bynum Wines, Knotty Vines, Upshot Wines, and ROWEN Wine Company. Rodney Strong sustainably farms 11 estate vineyards and produces wines from Sonoma County’s finest appellations. The winery was founded in 1959 by Sonoma County pioneer Rod Strong as the 13th bonded winery in the county. For over 30 years, RSWE has flourished under the leadership of the Klein Family, 4th generation California farmers. The Klein family is committed to protecting and preserving the environment in both the vineyards and at the winery through sustainable and innovative practices. Rodney Strong Wine Estates is a family of passionate people committed to crafting premium wines, meaningful experiences, and sustainable leadership in Sonoma County.

Learn more at www.RodneyStrong.com

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