



RODNEY
STRONG

Our BRAND STORY

· FAMILY OWNED · SONOMA GROWN ·
· CULTIVATING COMMUNITY ·





Welcome TO THE STRONG FAMILY

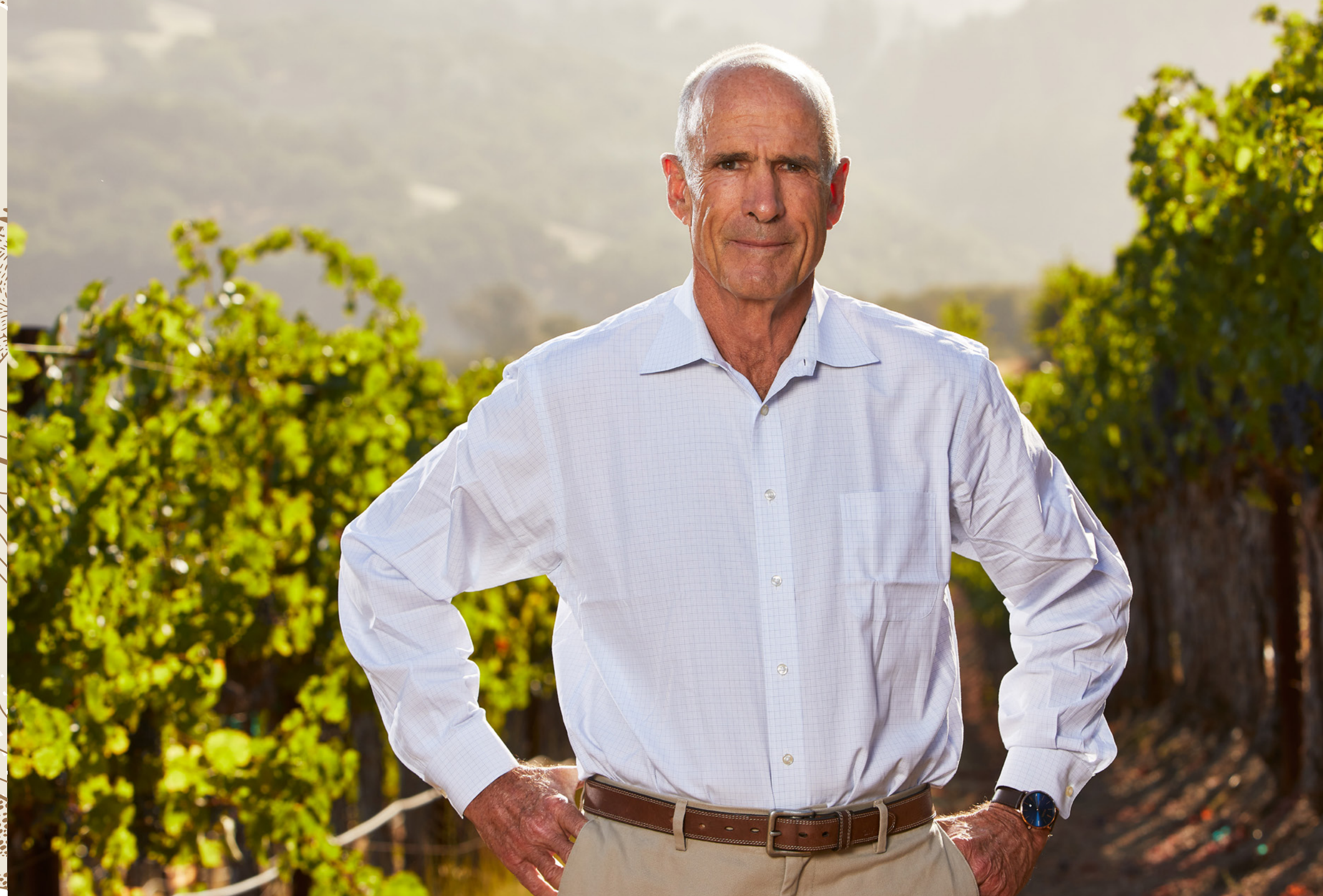
Behind every bottle of Rodney Strong Wine is a family of passionate people committed to providing the highest quality wines from the very best AVAs in Sonoma County. With 60 years of family ownership and 1,158 acres of estate vineyards, we exemplify Cabernet at every price point and what it means to be world class Sonoma quality. From the cellar workers to the winemakers, from the office staff to the tasting room team, from our founder Rod Strong to our family owners, we are one big family. We are united by our passion for Sonoma County, Cabernet Sauvignon and the belief that nothing brings people together better than sharing superb experiences with a great bottle (or two) of Rodney Strong wine.

Cheers!

Tom Klein

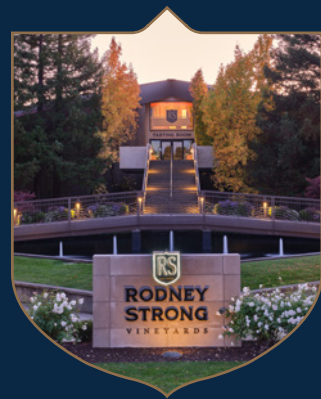
“My family’s hope and dream when we purchased Rodney Strong Vineyards in 1989 was to become the top producer of luxury wines from Sonoma County’s top appellations. After thirty-five years of hard work and focus on quality at every level of our winery and vineyards, we have achieved that goal and now it’s time to set the bar even higher, taking our best Cabernets to the heights of the greatest wines in the world.”

- Tom Klein, Proprietor



OVER *60 Years* OF WINEMAKING IN SONOMA COUNTY

HISTORIC
WINERY



ESTABLISHED IN
1959

FAMILY
OWNED



KLEIN FAMILY,
4TH GENERATION
CALIFORNIA FARMERS

100% SONOMA
COUNTY



APPELLATION

PASSIONATE
TEAM



OF WINEMAKERS LED BY
JUSTIN SEIDENFELD

12 ESTATE
VINEYARDS



CULTIVATED
WITH PRIDE

CERTIFIED
SUSTAINABLE



WINERY
& VINEYARDS

CRITICALLY
ACCLAIMED



VINTAGE
AFTER VINTAGE

TOM KLEIN'S
VISION



EXCLUSIVELY SONOMA COUNTY
AWARD WINNING CABERNETS
QUALITY WINES
EXCEPTIONAL PEOPLE
UNWAVERING INTEGRITY

30 Years OF DEVELOPING ROOTS

Rodney Strong has flourished under the leadership of the Klein Family, a family committed to protecting and preserving the environment in both the vineyards and at the winery through sustainable and innovative practices. We are proud of our 60 year dedication to producing artisanal quality wines, our pursuit of excellence, quality and consistency, and being stewards of our heritage - taking care of the place that made us who we are.

We welcome you to our Rodney Strong family where we have been cultivating community since 1959.





AN EARLY
PIONEER OF
Sonoma County



ROD STRONG - FOUNDER

Our story begins over 60 years ago, when a celebrated American dancer named Rod Strong settled in Sonoma County to pursue a second lifelong creative passion: winemaking. Rod Strong was an acknowledged visionary who understood the potential that Sonoma County's soil and climate held for producing world-class wines. Rodney Strong Vineyards established Sonoma County's 13th bonded winery in 1959.





ALEXANDER VALLEY

A pioneer in the Alexander Valley, Rod Strong was the first to craft a single-vineyard Cabernet Sauvignon in the Alexander Valley in 1974. It would be a full decade before this appellation was recognized as an AVA. Alexander Valley is best known for the classic Bordeaux varieties which thrive in the unique soils and warm climate, with parts of the valley moderated by cooling ocean breezes and evening fog.

A testament to the amazing quality of the region, each of our single vineyard Cabernet Sauvignon releases comes from small Alexander Valley vineyard sites.



CHALK HILL

The first to see the potential of the Chalk Hill area as an exceptional place for Chardonnay, Rod planted his first Chardonnay vines in 1965 and in 1977, he introduced the world to the first “Chalk Hill” labeled Chardonnay.

In 1983, Chalk Hill was designated an official AVA, in an effort spearheaded by Rod Strong himself. The ocean fog and chalky-white volcanic soils combine to produce distinctive Chardonnays that offer crisp citrus and mineral tones supported by lush floral notes and a rich baked apple character.



KNIGHTS VALLEY

Knights Valley is the easternmost appellation in Sonoma County, lying just north of Calistoga at the foot of Mount Saint Helena. Protected from the direct influence of the Pacific Ocean, Knights Valley is the warmest of Sonoma County's viticultural areas. Bordeaux varietals thrive in the warm days and cool nights that Knights Valley is known for.



RUSSIAN RIVER VALLEY

In 1968, Rod Strong was one of the first to plant Pinot Noir in the Russian River Valley, again recognizing the potential of this appellation. The Russian River Valley was formally recognized as an AVA in 1983.

Well-known as one of the finest cool-climate growing regions in California, the Russian River Valley has made its mark not only as a premier Chardonnay region, but as one of the few wine regions in the world capable of producing world-class Pinot Noir. The Russian River Valley is also home to our Tasting Room in Healdsburg, California.



NORTHERN SONOMA

The Northern Sonoma appellation covers most of Sonoma County with the notable exceptions of the Los Carneros and Sonoma Valley AVAs, which are located in the southern portion of the county. The second largest AVA within Sonoma County, almost every grape variety that can be grown in Sonoma County thrives in Northern Sonoma.

Our latest crowning achievement in this AVA is the planting of perhaps the last of the greatest vineyards in Sonoma County, Cooley Ranch Vineyard. This high elevation vineyard sits well above the fog line and Lake Sonoma on a pristine property ranging up to 2,040 feet in elevation.



Prime APPELLATIONS



Our RED WINES

Rod Strong recognized Sonoma County as an ideal place to grow Cabernet Sauvignon as far back as 1971, when he planted our first Cabernet vineyard on Alexander's Crown in Alexander Valley.

Today we proudly farm four different estate vineyards, like in Alexander Valley where Cabernet displays the finest expression of the terroir. Our Single Vineyard wines embody Tom Klein's vision of the very best Cabernet Sauvignons from Alexander Valley.

With a pedigree of place captured, they are 100% estate grown, single vineyard in origin and exemplify the very best winemaking practices in the world.

ALEXANDER'S CROWN CABERNET SAUVIGNON Alexander Valley



Single Vineyard

Alexander's Crown was the first Sonoma County vineyard to be bottled as a single vineyard Cabernet Sauvignon. This wine exhibits ripe flavors of black currant, blackberries and violets. The wine is voluptuous, has a rich mouthfeel, soft tannins and a long lingering finish with notes of dried herbs and a touch of mocha.

ROCKAWAY CABERNET SAUVIGNON Alexander Valley



Single Vineyard

The Rockaway vineyard site is planted primarily to Cabernet Sauvignon and Merlot, and includes all five of the classic Bordeaux varieties. This wine showcases concentrated flavors of dark plum and red currant with notes of tobacco and leather. The earthy minerality of the wine is balanced out by notes of baking spices with a rich, complex structure and a long lingering finish.

BROTHERS CABERNET SAUVIGNON Alexander Valley



Single Vineyard

Brothers vineyard is planted to Cabernet Sauvignon and Malbec. This deeply rich wine is complex with flavors of dark berries and cassis and is bursting with blackberry, plum and wonderful chocolate and mocha notes followed by a round and seductive mid-palate and a long lingering finish.

SYMMETRY
RED WINE
Sonoma County



Reserve

With luxurious aromas of red fruit, plum, vanilla, and dried fruit, our signature red blend unfolds on the palate with silky layers of dark fruits, baking spices and a supple, rich mouthfeel.

CABERNET
SAUVIGNON
Sonoma County



Reserve

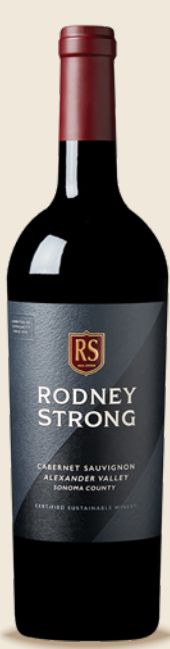
Rich, lush and structured, with intense flavors of blackberry, black currant, cocoa and crushed violet, this Cabernet Sauvignon is velvety, with a lingering finish of vanilla and cocoa.

CABERNET
SAUVIGNON
Knights Valley



Deeply colored and bursting with aromas of crushed blackberries, wild raspberry and spicy dark plum, this wine has complex layers of spice and chocolate framed in rich, velvety tannins.

CABERNET
SAUVIGNON
Alexander Valley



Aromas of lush, red plum and dark berries with hints of cassis and milk chocolate. The dried fig and chewy tannins give this wine a strong backbone, while barrel aging softens the finish of this bold wine.

CABERNET
SAUVIGNON
Sonoma County



Rich with dark cherry, plum and baking spices, accompanied by black pepper notes, crushed violet and cassis. Ends with lingering spicy oak flavors and a velvety lush finish.

PINOT NOIR
Russian River Valley



Lovely aromas of red fruit, floral and earth with a soft and silky texture on the palate that has a beautiful lingering finish.

OLD VINES
ZINFANDEL
Sonoma County



Fresh aromas of bright berry fruit combined with ripe, peppery jam, this wine offers flavors of blackberry, plum and boysenberry with layers of toast and baking spices.

MERLOT
Sonoma County



Lush with notes of blackberry, fig compote and cassis. Medium bodied with soft tannins, this wine boasts toasty oak and spice punctuated by a full and lively finish.

RED BLEND
Sonoma County



This rich supple wine bursts with blackberry and dark cherries with hints of spice followed by lush rounded tannins and a lingering finish.



Our WHITE WINES

Rod Strong was an acknowledged visionary who understood the potential that Sonoma County's soil and climate held for producing world-class wines. His desire was to craft wines from a specific place. He was the first to craft a single-vineyard Alexander Valley Cabernet Sauvignon, one of the first to plant Pinot Noir in Russian River Valley and the first to produce a Chalk Hill appellation Chardonnay. We continue that visionary leadership today by crafting critically acclaimed Sonoma County wines vintage after vintage.

CHARDONNAY Chalk Hill



A wine with elegant fullness that is both creamy and crisp with flavors of golden pear, vanilla, Meyer lemon and a hint of minerality on the long finish.

ROSÉ OF PINOT NOIR Russian River Valley



This beautifully colored fresh and vibrant Rosé has aromas and flavors of strawberry, melon, and tropical fruits. Brilliant and bright with fresh acidity and notes of citrus with a clean finish.

CHARLOTTE'S HOME SAUVIGNON BLANC Sonoma County



Named for Rod Strong's wife, Charlotte, our fresh, bright and crisp Sauvignon Blanc leads with zesty citrus notes of grapefruit, Meyer lemon and a light grassiness. This classic Sonoma County style Sauvignon Blanc ends with clean, refreshing acidity.

CHARDONNAY California



Creamy with a touch of spice and vanilla, showcasing aromas of lemon curd and apple with hints of toasty oak and baking spices. The finish is long and lingering with silky notes of fresh pear and pineapple.



ROOTED IN *Community*

Our commitment to community began in 1959, when winemaking pioneer, Rod Strong envisioned Sonoma County as a special place for crafting wines. Sonoma County is the foundation on which our commitment is built and “community” for us means many things. It means a commitment to winemaking, sustainability, innovation and family. As a family owned winery, our most important commitment extends beyond the winery in Sonoma County with our commitment to the bigger community, to giving back, helping others and being stronger together.

SONOMA COUNTY IS THE BEST WINE GROWING REGION

Quality



This combination of Climate, Diversity and Soil or Terroir make Sonoma County a world-renowned region for producing high-quality world-class wines vintage after vintage

Climate



Mild Mediterranean climate year-round with long, warm, sunny days and cool nights with Pacific Ocean breezes and fog are ideal for wine

Diversity



Most diverse premium winegrape growing region in the US with more than 60 grape varieties

Soil



19 unique viticultural areas across 1575 square miles with a total of 60,000 acres of grapes planted



ESTATE Vineyards

OUR 12 SONOMA COUNTY ESTATE VINEYARDS = 1,158 ACRES

- | | | |
|--|--|---|
| 1. ALEXANDER'S CROWN
Size: 679 acres
Appellation: Alexander Valley | 5. CHALK HILL PLEASANT
Size: 39.8 acres
Appellation: Chalk Hill | 9. PINE FLAT
Size: 25 acres
Appellation: Alexander Valley |
| 2. BROTHERS
Size: 134.5 acres
Appellation: Alexander Valley | 6. CHARLOTTE'S HOME
Size: 36 acres
Appellation: Alexander Valley | 10. RIVER EAST
Size: 33.2 acres
Appellation: Russian River Valley |
| 3. BUD'S RANCH
Size: 75.8 acres
Appellation: Alexander Valley | 7. COOLEY RANCH
Size: 199.3 acres
Appellation: Sonoma County | 11. RIVER WEST
Size: 335 acres
Appellation: Russian River Valley |
| 4. CHALK HILL ARATA
Size: 48 acres
Appellation: Chalk Hill | 8. HUBBARD RANCH
Size: 39 acres
Appellation: Alexander Valley | 12. ROCKAWAY
Size: 124.8 acres
Appellation: Alexander Valley |





ESTATE QUALITY

With 1,158 acres of Sonoma County estate vineyards, we exemplify the very best of Sonoma County in every wine from Cabernet to Chardonnay to red blends and beyond.

12 ESTATE VINEYARDS

Were all chosen because of their ideal attributes to grow world class wine:

- Soil Structure
- Ideal Climate
- Elevation
- Aspect
- Proper Development Philosophy
- Sustainability

OUR ESTATE GRAPES:

We control every aspect of fruit quality which allows us to harvest the very best grapes from our estate vineyards for every wine, every single time.

Our 4 ICONIC SONOMA COUNTY VINEYARDS

Making terroir site specific wines and blending them truly allows us to showcase all of the world class quality in Sonoma Cabernet Sauvignon and across Sonoma County.

- Diversity within the 4 world class sites sets us apart:
ALEXANDER'S CROWN – Southern Alexander Valley
ROCKAWAY – Middle Alexander Valley
BROTHERS – Northern Alexander Valley
COOLEY RANCH – North of Lake Sonoma
- The different temperatures, climates, topography and elevation of each vineyard site lead to the right mouth feel in every wine.
- Cabernet Sauvignon thrives on all four sites but makes different wines. We are proud to be one of the few wineries to craft wine from all four world class vineyard sites.
- We have the ability to make pure forms of Cabernet from each site that all taste unique and then also take all the sites and weave them together to create very different but complete and balanced wines.
- Site specific wines, like our Cabernets from these sites, truly allow us to showcase all of the world class quality in Sonoma County.



Alexander's Crown – Southern Alexander Valley



Rockaway – Middle Alexander Valley



Brothers – Northern Alexander Valley



Cooley Ranch – North of Lake Sonoma

SUSTAINABILITY

As a family-owned winery, we are committed to doing everything we can to preserve the earth for generations to come. This means using sustainable practices now. We have gone acre by acre through our Estate properties to ensure we are taking every step we can to safeguard this region's ecosystem and continue to focus on sustainability.

Sustainability matters in Sonoma County where 99% of the vineyard acreage is certified sustainable

Quality

Sustainability begins in the vineyards with a focus on balanced vines and choosing the right vines, rootstock and clones for the vineyard. The right vines allow the focus to be on the grapes and that creates the best quality wine.

Soil Health

We sustainably build soil health by carefully selecting cover crops that aid in building organic material in the soil, increase nutrients and improve soil structure.

Water Management

We use deficit irrigation in all estate vineyards which saves water and improves fruit quality, especially in red varieties as the vines concentrate on fruit production. All our ranches are set up with drip irrigation and we can water one vine at a time.

Habitat

Long-term sustainability of the wildlife habitat in and around our vineyards is important and we look at it across elements from waterways to bird boxes to the bugs crawling through the vineyard.

1st Carbon Neutral Winery in Sonoma County

- Our winery and vineyards are certified sustainable
- We are steadfast in our pledge to improve the environment for our community and future generations
- We have over 4,200 new solar panels that produce over 50% of our electrical needs



Our BARREL STORY

Barrels are the finishing touch – they are used to add detail, polish and layers along with balance to our wines.



We buy approximately 8,000 barrels a year. Barrels add the finishing touch to an already beautiful base of the best grapes from exceptional vineyards.

- BARREL FUTURES – we visit France every year to choose our trees, not premade barrels, to ensure quality in every step & we can trace every barrel back to the trees
- OUR BARRELS are aged in dedicated seasoning yards in France & Italy for 24-60 months
- OUR BARRELS are customized to us alone with 190 different toast profiles ensuring every single detail of oak in our wines
- ONLY THE BEST COOPERS – Darnjeau, Tarasaud, Demptos, Damy, Vicard, Quintessence, Francois Freres, Gamba





“MAKING WINE WITH PURPOSE
IN A PASSIONATE WAY MAKES
OUR WINES GREAT”

Justin Seidenfeld,
Senior VP of Winemaking & Winegrowing

Justin's WINEMAKING PHILOSOPHY

Justin's philosophy is grounded in an ideal combination of site, precision, purpose and overdelivering with surprise and delight.

We start with crafting the highest luxury wines and their fruit weaves down through to other wines. Cabernet from our iconic Cooley Ranch vineyard is the backbone of our Reserve Cabernet but also comprises a large part of our Sonoma County Cabernet as we focus on making the highest quality wines every time.



Our TEAM

JUSTIN
SEIDENFELD
SVP OF WINEMAKING &
WINEGROWING

GREG
MORTHOLE
WINEMAKER

OLIVIA
WRIGHT
WINEMAKER

MANUEL
VILLANUEVA
DIRECTOR OF CELLAR
OPERATIONS



DISTINCTLY *Sonoma*



BRAND *Summary*

SONOMA PIONEERS

For over 60 years – Rod Strong & wife Charlotte established the winery in 1959

FAMILY-OWNED

Since 1989 by the Klein family, 4th generation California farmers

PROUDLY FARM

12 Sonoma County estate vineyards - 1,158 acres planted in the best Sonoma County AVAs

PASSIONATE WINEMAKING

A team led by Justin Seidenfeld with a deep commitment to craftsmanship, the highest quality award winning wines and artisanal innovation

CRAFTSMANSHIP

Stand out in the very best Sonoma County appellations, particularly with Cabernet

STEWARDS

Of the land who continue conserving and protecting the environment

Come VISIT US

Our winery is just south of the town of Healdsburg, nestled in the sweeping vineyards of the Russian River Valley. Taste our portfolio of wines in our newly remodeled Tasting Room or outdoors on The Terrace and Concert Green.

TASTING DAYS & HOURS
Thursday-Monday 10:30am-5:00pm

RESERVATIONS REQUIRED

707.431.1533 or visit us online at **www.rodneystrong.com**
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RODNEY STRONG

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