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RODNEY STRONG

Rodney Strong Vineyards Releases New Alexander Valley Sauvignon Blanc

This addition marks the first line extension from the Sonoma-based brand since 2022

HEALDSBURG, Calif., June 4, 2024 — [Rodney Strong Vineyards](#) is excited to announce the launch of its brand new wine, the **2023 Rodney Strong Alexander Valley Sauvignon Blanc (SRP \$24)**. Rodney Strong Vineyards has a passion for crafting exceptional Sauvignon Blanc from Sonoma County, especially Alexander Valley. The brand is proud of this new, limited release expression illustrating its decades of winemaking experience and pioneering spirit in the region.

"We are delighted to introduce the Rodney Strong Alexander Valley Sauvignon Blanc to wine enthusiasts across the United States," said Senior Vice President of Winemaking Justin Seidenfeld. "This wine is a true representation of our commitment to producing outstanding wines that display the unique terroir of Sonoma County."

An elevated, richer expression of the varietal, this "Fumé-style" Sauvignon Blanc, showcases the ripe, floral characteristics of the musqué clone. The wine is bursting with ripe orange blossom, juicy flavors of kiwi, yellow peach and passionfruit wrapped in bright acidity. A full, yet soft midpalate with notes of vanilla are underscored by a hint of sweet almond and mineral complexity in the finish.

These attributes are achieved through a unique aging regimen. "We aged 54% in 400-liter French Oak barrels – most of which were new oak – 45% in stainless steel, and the final 1 % of the wine in a ceramic egg," explained Seidenfeld. "The larger barrels allow for elegance and oak integration without compromising fruit characteristics, and the ceramic vessel affords the same benefits as cement while allowing us to maintain excellent acidity and texture in the finished wine."

Rodney Strong Vineyards has been at the forefront of crafting exceptional Sauvignon Blanc from Sonoma County since the 1980s, most notably with its Charlotte's Home Sonoma Sauvignon Blanc. With deep roots in the region, both founder Rod Strong, and current proprietor Tom Klein have long advocated for the remarkable quality of Sauvignon Blanc from the Alexander Valley. The introduction of this wine, with sustainably farmed fruit sourced from Bud's Ranch Vineyard, adds another chapter to Rodney Strong Vineyards' storied legacy.

The launch of the Rodney Strong Vineyards Alexander Valley Sauvignon Blanc is timely, with this varietal experiencing strong growth, outpacing the overall white wine category scoring wines.

“The data shows that the California Sauvignon Blanc segment is continuously growing,” added Vice President of Marketing, Erica Odden. “We believe in meeting our consumers where they are with outstanding options and this Alexander Valley Sauvignon Blanc is just another example of how we are accomplishing this.”

This wine is now available in select retailers nationwide and online at rodneystrong.com.

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About Rodney Strong Wine Estates

Rodney Strong Wine Estates (RSWE) is a family-owned wine company that includes Rodney Strong Vineyards, Davis Bynum Wines, and ROWEN Wine Company. RSWE sustainably farms 12 estate vineyards across almost 1,200 acres 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. RSWE is a family of passionate people committed to crafting premium wines, meaningful experiences, and sustainable leadership in Sonoma County. Learn more at RodneyStrong.com.

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