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**RODNEY  
STRONG**

**Rodney Strong Vineyards Releases Limited Tier Collection Featuring Acclaimed  
Vineyards of Sonoma County**

**HEALDSBURG, Calif., March 19, 2025** — [Rodney Strong Vineyards](#) is launching a new [Limited Collection](#) of wines from Sonoma County’s iconic Russian River Valley and Knights Valley AVAs. This premium, small lot tier features three inaugural wines – **2023 Russian River Valley Chardonnay (SRP \$37)**; **2023 Russian River Valley Pinot Noir (SRP \$37)**; and **2022 Knights Valley Cabernet Sauvignon (SRP \$37)** – with a potential for more to join the ranks in the future.

“We pride ourselves on producing the best wines from outstanding vineyards across Sonoma County, and these wines deliver on that promise for our customers,” said Senior Vice President of Winegrowing & Winemaking Justin Seidenfeld. “I sought out to craft small production wines that would highlight the pedigree of our most beloved sites in the Russian River and Knights Valleys, and we did just that with this new collection.”

Seidenfeld has spent years nurturing the estate vines and making world class wines for Rodney Strong Vineyards, which inspired his unique perspective and the discovery of a few favorite vineyard sites. For the Chardonnay and Pinot Noir, he selected fruit from Rodney Strong’s newest estate property, River West Vineyard, located in the Russian River Valley AVA. He specifically selected Wente Clones for the Chardonnay and Mount Eden for Pinot Noir, which offer an unrivaled representation of the premier Russian River Valley region. The famed northeastern warmer hills of Knights Valley is another one of Seidenfeld's favorite sites, and creates one of the most robust, yet elegant expressions of Sonoma Cabernet Sauvignon. The Bavarian Lion Vineyard was chosen specifically for its volcanic soils, desirable temperature, and ability to yield fruit that results in a finished wine of complexity and balanced acidity.

While starting in the vineyard was key, Rodney Strong Vineyards also made data-driven decisions to expand the portfolio in developing this Limited Collection. The ‘premiumization of wine’ is on the rise and its team looked at several metrics in determining what made the most sense for the composition of this new group of wines. The 2024 reports from *Gomberg-Frederickson* and the Wine Market Council found that wines in the premium and super premium price categories are experiencing significant and sustained growth in the 9-liter volume category when compared to pre-pandemic figures, especially with

Chardonnay, Pinot Noir, and Cabernet Sauvignon varieties. Additionally, the BMO Financial Group Inaugural Wine Market Report (May 2024) found that while total market volume purchases are declining, premium wine purchasing is steady, with nearly 30% of consumers spending \$20 or more per bottle of wine monthly, if not more frequently. All these factors paired with the available vineyard resources played into the final selections for this new tier in the Rodney Strong Vineyards portfolio.

Vice President of Marketing Erica Odden explained, “The Limited Tier Collection is an opportunity to not only meet consumers where they are, but also where they are heading. This way we have a chance to get in front of them with the exceptional wines they have come to enjoy from our winemaking team, especially in this flourishing premium category.”

This wine is now available in select retailers nationwide and online at [rodneystrong.com](https://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](https://RodneyStrong.com).

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