



# THE Rocks District

## The Rocks District of Milton-Freewater

is the premier wine grape growing region within the Pacific Northwest, and one of the most heralded in the new world. The unique cobblestone-rich soil deposits of the Walla Walla River's alluvial fan produces wine with distinctive minerality, complexity and structure.

The AVA attracts small-scale winegrowers who are committed to farming wine grapes and crafting wine(s) of the highest quality. Rocks District wine(s) are an ever-increasing mainstay for fine wine collectors around the world.

## THE SOIL

The boundaries of The Rocks District of Milton-Freewater are based upon the specific geographical distribution of the Freewater soil series, which are derived from the cobblestone-rich gravels deposited by the Walla Walla River. The cobblestones consist entirely of basalt, a dark-colored, volcanic rock whose origins are the Blue Mountains.



Clean cultivated soil between the rows absorbs solar energy and transmits it efficiently to the root/fruit zones of the vines, promoting earlier onset of the phenological stages; bud break, flowering, veraison, and maturation/harvest.

The surface stones radiate heat that further matures the grape clusters; influencing the production of phenolic compounds. The mineral-related elements (e.g. iron, calcium, magnesium) found in the weathered basalt expresses itself in the distinctive flavor profile and complexity of these fine wines.

*“The most distinctive AVA in the United States... making some of the greatest wines in America”*  
*-Harvey Steinman, Wine Spectator*

## THE ROCKS AT A GLANCE

**Founded:** February 9th, 2015

**Location:** Milton-Freewater, Oregon  
side of the Walla Walla Valley

**First Planting:** 1997

**Total Area:** 3,767 acres

**Total Plantable Acres:** 3,400 acres

**Wineries Utilizing AVA Fruit:** 30

**Vineyards:** 37

**Planted Acres:** 338

**Under Development:** 175+ acres

**Max Case Production:** 55,000 cases

**Bottle Price:** \$50.00-\$120.00

**Max Winery Production:** 5,000 cases

**Wine Production Facilities:** 3

**Key Planted Varieties:**

Syrah: 45.4%, Cabernet Sauvignon: 23.7%, Grenache: 7.5%

**Other Varieties:** Mourvedre, Merlot, Cabernet Franc, Petit Verdot, Malbec, Tempranillo, Sangiovese, Nebbiolo, Semillon, Viognier, Chardonnay, Cinsault

## A UNIQUE LOCATION

Entirely on the Oregon side of the Walla Walla Valley in the rain shadow of the Cascade Mountains, The Rocks District of Milton-Freewater receives an average of 12 inches of rain and nearly 300 days of sunshine annually.

While the dry and sunny conditions make for excellent growing conditions, The Rocks District is in close proximity to the foothills of the Blue Mountains, making it more temperate than other wine growing areas in the Columbia and Yakima Valleys. In addition to wine grapes, The Rocks District is also a major producer of tree fruit.

## KEY SELLING POINTS

- The only Oregon AVA to produce a perfect 100pt wine
- 4 perfect 100pt wines have been made using Rocks District grapes
- More than 50 wines of 95+ pts
- Soil that produces wines of the most distinct and complex flavor profiles
- The AVA with the highest percentage of a single soil type
- The highest average bottle price in the Pacific Northwest
- Limited availability / high demand