

THE ROCKS DISTRICT WINEGROWERS

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Event Announcement- *Experience The Rocks District*

The first industry showcase from one of the Pacific Northwest's premier winegrowing regions

The Rocks District Winegrowers, a non-profit organization comprised of wineries and vineyards committed to the world reknown The Rocks District of Milton-Freewater AVA, is pleased to announce its inaugural event, *Experience The Rocks District*, taking place in Seattle on Monday, October 22nd.

The event is invitation only, and will be held from 2pm to 5pm at the Sky Lounge above Esquin Wine & Spirits. Seventeen producers from the region will be pouring more than 35 wines, utilizing Rocks District fruit, for a select group of industry members, wine media and VIPs.

As part of a scheduled series of showcases planned throughout the region in the coming years, *Experience The Rocks District* intends to raise awareness as to the range of wine expressions possible from this distinctive, uniform, soil series found only within The Rocks District.

High praise for the AVA continues to accelerate, as more wine grapes are planted and more wine is made available. Harvey Steinman of *Wine Spectator* has called it, "The most distinctive AVA in the United States...making some of the greatest wines in America" and wine reviewer Jeb Dunnuck has stated, "This incredible terroir produces an exotic, perfumed, and textured style of wine that's one of the most unique - and identifiable - in the world".

The Rocks District Winegrowers was founded in 2018 by the region's vintners, growers, and industry partners to speak both independently, and as a collective voice, in an effort to promote The Rocks District; engaging wine industry agencies, media, professionals and the consumer to ensure accurate and timely representations of current conditions/practices found within The Rocks District.

The Rock District of Milton-Freewater was certified as an American Viticulture Area by the TTB in February of 2015. Located entirely in the state of Oregon, The Rocks District resides within the greater Walla Walla Valley AVA. The AVA's boundaries were drawn around a singular soil series (Freewater Series) and a singular land form (alluvial fan). The Rocks District of Milton-Freewater AVA is 3,767 acres, of which 338 are currently planted with wine grapes; a majority of which are Rhone varieties. Syrah is the AVA's signature variety.

Wineries Participating in *Experience The Rocks District*:

BALBOA

BERESAN

BETZ FAMILY

BUTY

DELMAS

MAISON BLEUE

RASA

ROTIE

RULO

SAVIAH

SEVEN HILLS

SIREN SONG

TERTULIA

TWO VINTNERS

THE WALLS

WATERMILL

ZERBA

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Experience The Rocks District

Monday, October 22nd 2018

2pm to 5pm

The Sky Lounge at Esquin Wine & Spirits

2700 4th Ave S

Seattle, WA 98134

www.rocksdistrict.com/events