



WINERY INFORMATION

Brand: ROCO
Location: Newberg, Oregon
Founded: 2003
Proprietors: Rollin Soles & Corby Soles
Winemaker: Rollin Soles
Assistant Winemaker: Jarod Sleet
Key Appellations: Willamette Valley, Chehalem Mountains & Yamhill-Carlton



Corby Soles & Rollin Soles



Positioning Statement

ROCO Winery is a leading creator of high quality, small production wine in the Willamette Valley. ROCO is the embodiment of Rollin Soles' innovative winemaking practices and Corby Soles' vision to produce the finest Pinot Noir, Chardonnay and Sparkling Wine in Oregon. ROCO's family owned, sustainably farmed vineyards ensure the highest quality of wine.

KEY SELLING POINTS

- Rollin Soles, founder and former winemaker for Argyle Winery, has been making wine in the Willamette Valley for nearly 40 years.
- Rollin is the only winemaker to have made the *Wine Spectator's* Top 100 with red, sparkling and white wines. With more top wines than any other Oregon winemaker, and named one of the most "20 Admired Winemakers" in *Vineyard & Winery Management Magazine*, 2014.

Gravel Road Chardonnay

Gravel Road Pinot Noir

The Stalker Pinot Noir

Knudsen Single Vineyard

Marsh Estate Pinot Noir

Private Stash Pinot Noir

RMS Sparkling Wine



- The fruit is sourced from premier vineyards in the Willamette Valley Knudsen, Marsh Estate and the Soles' own Wits' End Vineyards. These vineyards are low yield, high quality, LIVE certified sustainable and Salmon Safe.

- ROCO takes an intimate and artisanal approach to winemaking. First, the fruit is coldroom chilled and undergoes whole berry de-stemming. The small lots then ferment in open top bins before spending a full 18 months in barrel.

2016 Gravel Road Chardonnay

2016 Gravel Road Pinot Noir

2015 The Stalker

Frontline Retail	\$39.99	\$24.99	\$39.99
Feature Retail	\$29.99	\$19.99	\$29.99
Competitive Prices	KenWright "Celilo" Domaine Drouhin Arthur Evening Land Estate Bergstrom Old Stones	Domaine Drouhin WV Elk Cove WV Lang Estate WV Argyle Reserve	Bergstrom "Cumberland" Reserve Cristom Mt Jefferson Cuvee Argyle "Nuthouse"
AVA	Willamette Valley	Willamette Valley	Willamette Valley
Channel Focus	50% On Premise 50% Off Premise	50% On Premise 50% Off Premise	50% On Premise 50% Off Premise
Scores	92 pts. <i>Wine Enthusiast</i> 93 pts. <i>James Suckling</i> 91 pts. <i>International Wine Report</i>		91 pts. <i>Wine Spectator</i> 93 pts. <i>James Suckling</i> 92 pts. <i>Vinous</i> 92 pts. <i>Robert Parker</i>
Production Volume	741 cases	2,337 cases	840 cases

2015 Marsh Estate – Single Vineyard

2015 Knudsen – Single Vineyard

2015 Private Stash – Estate Vineyard

Frontline Retail	\$49.99	\$49.99	\$95.00
Feature Retail	\$39.99	\$39.99	\$89.99
Competitive Prices	Elk Cove "Mount Richmond" Vyd. Evening Land "7 Springs" Vyd. Penner-Ash Vyd. Designate	Lemelson "Meyer" Vyd. WillaKenziee "Alette" Vyd. St. Innocent Vyd. Designate	Archery Summit "Arcus" Domaine Serene "Evenstad Reserve" Domaine Drouhin "Laurene" Bergstrom Vyd. Designate
AVA	Yamhill-Carlton	Dundee Hills	Chehalem Mountains
Channel Focus	50% On Premise 50% Off Premise	50% On Premise 50% Off Premise	50% On Premise 50% Off Premise
Scores	90 pts. <i>Wine Spectator</i> 94 pts. <i>James Suckling</i> 93 pts. <i>Vinous</i>	92 pts. <i>Wine Enthusiast</i> 92 pts. <i>Wine Spectator</i> 93 pts. <i>Vinous</i>	93 pts. <i>Wine Enthusiast</i> 94 pts. <i>James Suckling</i> 94 pts. <i>Vinous</i>
Production Volume	432 cases	144 cases	240 cases

2015 RMS Sparkling Wine

Frontline Retail	\$59.99
Feature Retail	\$49.99
Competitive Prices	Domaine Carneros Ultra Brut Schramsberg Vintage Brut Reserve
AVA	Yamhill-Carlton; Eola-Amity Hills
Channel Focus	50% On Premise 50% Off Premise
Scores	93 pts. <i>Wine Enthusiast</i> 91 pts. <i>Wine Spectator</i> 91 pts. <i>James Suckling</i>
Production Volume	120 cases disgorged

