



ROCO WINES

THE BEGINNING: THE ROCO STORY

The creation of ROCO wines is the result of twenty-one years of dreaming, research, and planning. In 1987, the same year Rollin Soles began to develop the prestigious Argyle Winery; he also purchased a unique hillside property in the Chehalem Mountain Range. Rollin set aside his dream to plant this site for many years while he built and nurtured Oregon's premier wine establishment, Argyle Winery.

It was not until 2001 that Rollin and his wife Corby planted their hillside property to Pinot Noir, and in 2003 announced the first fruit of their long-held vision, ROCO wines (pronounced rock-oh). The result is a vineyard and wines that reflect the very best distillation of Rollin's 21 years of Oregon viticultural learning and the property's very special characteristics.

In 2003 the Soles' produced a limited wine allocation (99 cases) from their seven-acre vineyard for their family and friends, referred to as "Private Stash". It also was made available to a small mailing list of Pinot lovers at \$75 retail. In 2004 Corby insisted that they produce an additional wine for sale to support their growing desire to drink the Private Stash. Thus, Rollin created a second-tier (\$40 retail) ROCO Pinot Noir that is now distributed to twenty US markets and the UK.

