



RWC
ROWEN WINE CO.

IN THE FAR NORTHERN REACHES OF SONOMA COUNTY...





UNEXPECTED WINDFALL

In farming parlance, "ROWEN" is a second-harvest of hay in one season, an unexpected windfall.

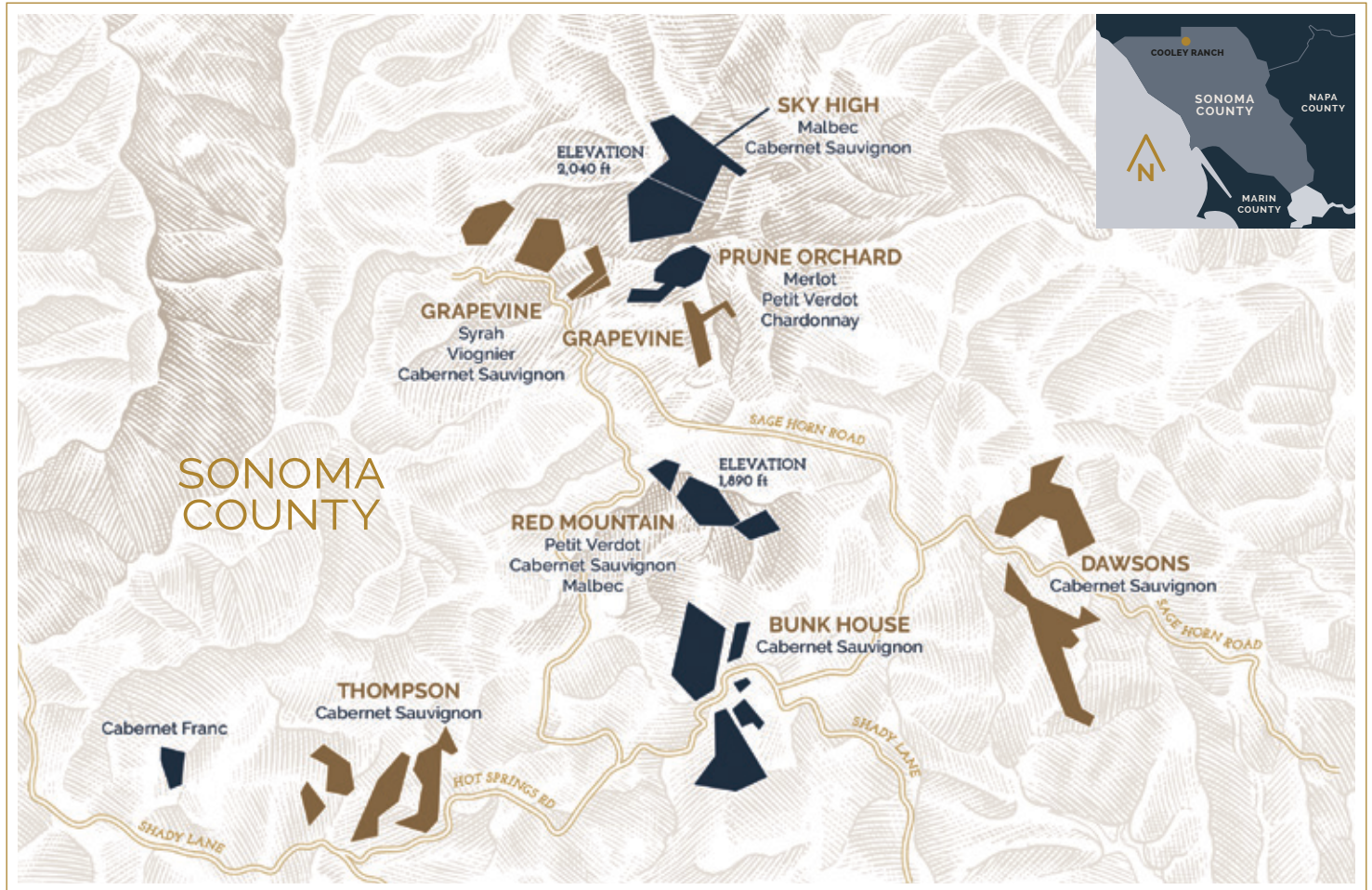




In the far reaches of Sonoma County, high atop undulating mountains around a glistening lake, there is a place, spanning 20,000 acres, where an unexpected windfall has sparked a new approach to winemaking — it's called Cooley Ranch vineyard.

ROWEN Wine Company is built around an indomitable, independent way of life — each bottling encapsulates the spirit of Cooley Ranch vineyard. It's truly unique and one-of-a-kind. In that spectacularly special place, we are stewards of the land of Cooley Ranch where every decision is steeped in sustainable vineyard practices.





EARLY DAYS OF COOLEY RANCH

The story of ROWEN Wine Company begins in the early part of the 20th century, when the Cooley family purchased the first piece of the expansive ranch they own today, which spans over 20,000 acres. Back then the land served as the family's grounds for adventure — they hunted, fished, and ran cattle, getting to know the folds of extreme northern Sonoma County. As the ranch grew, the Cooleys diversified, planting grapes in the 1930s, only to pull them out during Prohibition.

Fast-forward to the early part of this millennium, when the Cooley family focused on protecting and preserving the ranch with a partner. The Cooleys signed an exclusive long-term lease with Tom Klein, proprietor of Rodney Strong Vineyards, to develop the land for them. The new approach started with research where the group studied microclimates and identified more than six different zones across the ranch. Next, they charted elevations and, finally, they called in two of the most respected soil scientists in the world to dig 200 test pits to glean where were the best spots to plant vineyard blocks — this process took a total of seven years.

In the end, the team settled on 200 top-notch acres atop metamorphic, iron-rich greenstone soils and began planting. Some have steep slopes. Others have very steep slopes. The vineyards are at elevations ranging from 900 to 2,040 feet, always sitting above the fog line.

WINEGROWING

Cooley Ranch is truly a unique, remote vineyard. From climate to topography to soils to aspect, setting it apart from others in Sonoma County. As the vineyard sits above the fog line, the grapes have increased sun exposure, which inspires thicker skins. Grapes grow above the hot valleys, they also stay cooler during scorching days, which leads to denser, richer tannins. While most of the vines on Cooley Ranch are Cabernet Sauvignon, the property grows all five traditional Bordeaux red varieties — Cabernet Sauvignon, Malbec, Petit Verdot, Merlot and Cabernet Franc — as well as a little Syrah, Viognier and Chardonnay.

WINEMAKING

Instead of following tried and true formulas, Senior Vice President of Winemaking and Winegrowing Justin Seidenfeld leans into the freedoms of blending together different combinations of flavors for every vintage.

Perhaps the most salient characteristic of Seidenfeld's approach to winemaking for ROWEN Wine Company is the fact that there are no rules. He co-ferments white and red grapes. He uses what the land gives him. Much like that "unexpected second windfall", we look forward to what the future will bring to the Cooley Ranch vineyard and ROWEN Wine Company.







SKY HIGH

Elevation 2,0240 ft | Approx. 35 Acres
Cooley Ranch Vineyard, Sonoma County



"Cooley Ranch is the last great vineyard to be planted in Sonoma County. ROWEN Wine Company represents the freedom and simplicity to push the envelope to make great wines from a unique and remote site."

JUSTIN SEIDENFELD
SENIOR VICE PRESIDENT OF WINEMAKING & WINEGROWING



SONOMA COUNTY

ROWEN Red Wine is a lush and elegant wine consisting of wonderful high elevation, mountain fruit. The wine has aromas of dark cherries, blackberries and sweet toasted oak from the co-fermented Viognier. On the palate, the wine is balanced and structured from the Cabernet Sauvignon with notes of juicy cassis, light floral and sweet vanilla. Co-fermenting the Syrah with the Viognier is a classic Northern Rhône technique which adds an exotic floral element to the finished wine as well as a rounder mouthfeel.





COOLEY RANCH VINEYARD
SONOMA COUNTY CALIFORNIA
CABERNET SAUVIGNON

Cooley Ranch Vineyard Cabernet Sauvignon is the pure embodiment of Cabernet Sauvignon grown on the historic Cooley Ranch, a majestic high-elevation vineyard above the fog line.

Our Cooley Ranch Cabernet Sauvignon is rich with juicy cassis, dark black fruit and soft floral notes.

The palate is medium bodied with robust tannins and balanced acidity culminating in a long, smooth finish.

This elegant Cabernet is best enjoyed with a grilled filet and cherry reduction, chocolate coffee pot de crème or simply on its own.



A photograph of a dark wine bottle and a glass of red wine. The bottle is on the right, with a light-colored label that has the number '2040' on it. The glass is on the left, partially filled with red wine. The background is a dark, textured surface.

2040

Inspired by our winemaker's passion to create wines from high elevation vineyards, this wine reflects the apex of the land with our sights set on the highest peaks of Cooley Ranch vineyard.

This Cabernet Sauvignon wine is named for the highest block on Cooley Ranch — Sky High at 2,040 ft.

Our 2040 wine is lush and elegant, consisting of high-elevation, mountain fruit with aromas of violet, blueberry and black cherry. The palate is rich with sweet oak and a hint of spice with a velvety smooth, lingering finish and well-integrated tannins. Pairs with a grilled filet mignon, braised beef short ribs and sharp cheeses. Enjoy this wine now or cellar for enjoyment for years to come.

A labor of love and commitment to creating
wines that reflect a winemaker's passion.





600 L

SONOMA
COUNTY

600 R

SONOMA
COUNTY

The majestic and untamed expanse of the Cooley Ranch vineyard continues to inspire as the iron-rich metamorphic soils yield a character distinct from any other hillside plantings in California. As we reflect back upon our first plantings of Bordeaux-inspired varietals on the highest peaks of Cooley Ranch, our perspective grows into a deeper understanding of the potential that we have tapped into.

Our 600L Cabernet Sauvignon, crafted in minuscule quantities, is born out of our favorite individual rows from the very best block of Cooley Ranch. Through further exploration of these pristine vineyards, a sister wine — 600R — was born, as an homage to the legendary blends from Bordeaux's Right Bank region.

These wines are gently crafted by Justin, with every step being done by hand himself. They are true expressions of the very best of Cooley Ranch.



"The majesty and scenic beauty along with the unlimited potential for growing high-elevation wine make Cooley Ranch the most exciting and unique property I've ever seen. It's a privilege to make wine from this spot."

TOM KLEIN
PROPRIETOR





ROWEN WINE CO.

Healdsburg, California
www.rowenwinecompany.com