



It's an exciting time on Red Mountain.

We've been here a long time. Through the decades we've seen the dialogue surrounding the area slowly but surely change.

In 1970, the sentiment may have been, "this just might be a damned good place to grow wine grapes."

In 1975, you may have heard, "this is going to work."

In 1985, people could be heard saying, "The Red Mountain region in Yakima Valley is pretty special."

In 1995, phrases like "international recognition" and "strong regional typicity" were commonplace.

By 2005, Red Mountain is widely considered one of "America's Great AVAs."

By 2015, we're considered the "Grand Cru of Washington Wine."

So now, in 2019, Red Mountain has entrenched itself as one of the world's premier grape-growing regions. Kiona Vineyards and Winery may have started Red Mountain, but this isn't just our story to tell anymore. Thousands of acres of wine grapes are grown at dozens of highly-acclaimed vineyards which are farmed by brilliant, talented viticulturists.

Some of the world's most respected "wine people" have planted their flag on our little hill, and that is immensely gratifying. Most people that have at least a passing interest in wine have heard of the Antinori family of Italy, the Duckhorn winery of Napa, and the pre-eminent Washington winery Chateau St. Michelle, and now we can count all of them as Red Mountain neighbors.

The fresh faces are a welcome sight. Everyone that joins our community, whether they're connected to a massive operation or a tiny one, come for the same reason: Quality. There's no other reason to be here. If you're interested in the new frontier of quality New World wine, you're interested in the Red Mountain AVA.

So while we're still beating the same drum we always have been, we're joined now by a venerable cohort of writers, winemakers, viticulturists, and wine nerds. Our bullhorn is larger than it has ever been. In fact, I'd go so far as to call it a "quality cacophony." So without further ado, here's a rundown of your latest box of Red Mountain goodness. It's time to see what all the hubbub is about.

2016 Estate Red Mountain Reserve is the newest iteration of our flagship wine. The idea here is to show what Red Mountain can do as a region, without having to blend for varietal designation. In other words, given our 270 estate Red Mountain acres, it's the best wine we can make in any given vintage—full stop. Estate Red Mountain Reserve is a wine that's sold as a representation of place, rather than a specific type of grape/variety from a place. That might seem novel, coming from a New-World winery, but it's how high-end wine has been sold in Europe for centuries.

We are excited to release our **2016 Estate Red Mountain Heart of the Hill Malbec**, as we know many of you have been patiently waiting (and waiting) for its return. Malbec has garnered a great deal of attention in a short period of time here on the hill, so demand has regularly outpaced supply. We were only able to make about 140 cases, so the club is getting almost all of it.

Cabernet is King on Red Mountain; nearly 60% of our estate acreage is dedicated towards the grape. Our **2016 Estate Red Mountain Cabernet Sauvignon** is a stalwart offering from the AVA; it's wine with enough recognition and consumer appeal that we've hoisted our entire family business upon its broad (and capable) shoulders. Historically the wine has been blended almost entirely with fruit from our Kiona Estate vineyard, but 30% of the 2016 comes from our illustrious Heart of the Hill estate vineyard. It's been great fun to incorporate the new Heart of the Hill components with our established old-vine acreage at the Kiona Estate, and we think you'll be thrilled with the results.

2016 Estate Red Mountain Lemberger continues our decades-long tradition of producing uniquely delicious wines from this uncommon variety. We have (by far) the largest planting of Lemberger in Washington state, and as far as we know, we're the largest producer of the grape in the United States. It's got a smooth, easy-to-drink profile, and I'd describe our Red Mountain version as the passionate lovechild of Pinot Noir and Syrah (although you're more likely to hear that description after I've enjoyed a few glasses).

As always, thank you for enjoying our wines. We hope you agree with Wine Enthusiast's assertion that "Red Mountain has Arrived."

- JJ Williams