THE

ICON ROCK



Brand Overview

The Icon Rock is an homage to the foundation of exceptional wines. Over time, ancient rock breaks down into mineral-rich earth, forming the lifeblood of the vineyard. This soil shapes the vines, the grapes, and ultimately the wine — each bottle carrying a quiet echo of its rocky origins. The Icon Rock ties every chapter of the vineyard's story together, anchoring each wine in a deep sense of place.

KEY SELLING POINTS

Crafted from world-renowned regions including Mendoza, Marlborough, and Aconcagua Valley. Each bottle expresses the character of its iconic terroir.

Offered in three distinct tiers — Everyday, Signature Series, and Single Vineyard — The Icon Rock delivers quality and storytelling at every level, from everyday enjoyment to premium expressions.

The Icon Rock has secured robust placements at top U.S. retailers: our Everyday tier is widely available at H-E-B, while the Signature Series is featured at Kroger.



REGION / PLACE / PRODUCTION

The Icon Rock showcases wines from some of the world's most iconic winemaking regions, including Mendoza in Argentina, Marlborough in New Zealand, and Chile's Aconcagua Valley. The Signature Series highlights celebrated sub-appellations, while the Single Vineyard Series dives deeper, sourcing from individual vineyards to express terroir at its most specific and nuanced.

WINE STYLE/WINEMAKER



Sergio Casé

Sergio Casé is a fourthgeneration winemaker who began his journey in the vineyard alongside his father at just 13 years old. He brings international winemaking experience from renowned regions in France, Italy, the United States, and Argentina.



Johnson Scutt

Johnson Scutt grew up on his family's winemaking estate in New Zealand. His career has taken him around the world, making wine in over 11 countries, including Spain, Italy, Hungary, and Cyprus. He now lives in New Zealand with his wife, children, and two Catalan cats.

	EVERYDAY WINES				SIGNATURE WINES				SINGLE VINEYARD	
APPELATION	Mendoza, Argentina			Aconcagua Valley, Chile	Uco Valley, Mendoza, Argentina			Marlborough, New Zealand	Finca La Jarilla, La Consulta, Uco Valley, Argentina	Finca El Corión, Los Árboles, Uco Valley, Argentina
VARIETAL	Cabernet Sauvignon	Red Blend	Chardonnay	Sauvignon Blanc	Cabernet Sauvignon	Red Blend	Chardonnay	Sauvignon Blanc	Cabernet Sauvignon	Chardonnay
THE CAN A CA	THE ICON ROCK CABERNET SAUVIGNON MENDOZA ARGENTINA	THE ICON ROCK RED BLEND MINDOX ARGENTIN	THE ICON ROCK CHARDONNAY SHUGZA - ARGENTINA	THE ICON ROCK SAUVIGNON BLANC CHEE CHEE	ICON ROCK Signature CABERNET SALVIGNON VALLE DE DECO - MENDICIA ANGENTINA	ICON ROCK Synature RED BLEND VALE DE ECO. MENDOJA ANGENTINA	HE ICON BO STIE ICON ROCK Signature CHARDONNAT VALUE BE ECO - HERBOYA - AMERICAN	THE ICON ROCK Signature SAUVICNON BLANC REALSGROUGH - NEW PLANAME	THE ICON ROCK SINGLE VINEYARD CARLENET SAUVIGNON PROSE A HAULE VALLED L'UCO- MENDOZA SArgentina 2005	THE ICON ROCK SINGLE VINEYARS CHARDONNAY MILLIPAL COMMON MANUAL Signedium 2221
	90 POINTS V. 2023	91 POINTS V. 2022	90 POINTS V. 2023	89 POINTS V. 2022	91 POINTS V. 2022	91 POINTS V. 2022	92 POINTS V. 2023	90 POINTS V. 2023	93 POINTS V. 2022	92 POINTS V. 2022

CHANNEL STRATEGY	KEY COMPETITORS	SHELF STANDARDS	DISPLAY STANDARDS	COLD BOX	PROMOTIONAL TOOLS
Off premise with a focus on Chain Grocery	Invivo, Sea Sun, Uppercut	Placed within respective varietal sets	Key focus SKUs are Signature Series Sauvignon Blanc (Marlborough, New Zealand) and Signature Series Cabernet (Uco Valley, Mendoza, Argentina)	Chardonnay, Sauvignon Blanc	Visit trade.wxbrands.com or contact your WX Brands salesperson