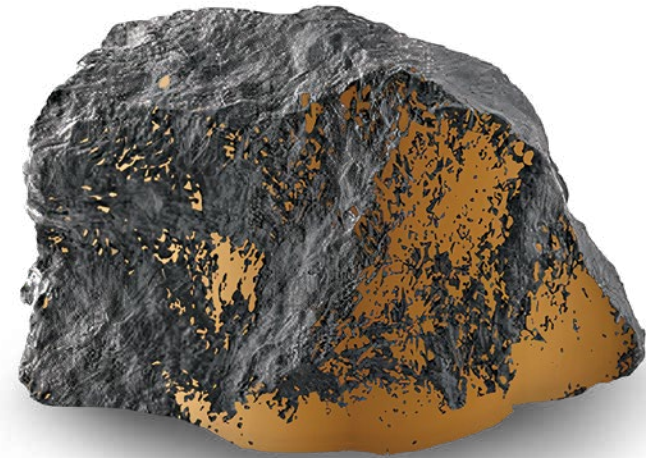


THE ICON ROCK



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 fourth-generation 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.

