

# BLUE \* ROCK

Historic Family-owned, Family Farmed Vineyard Estate



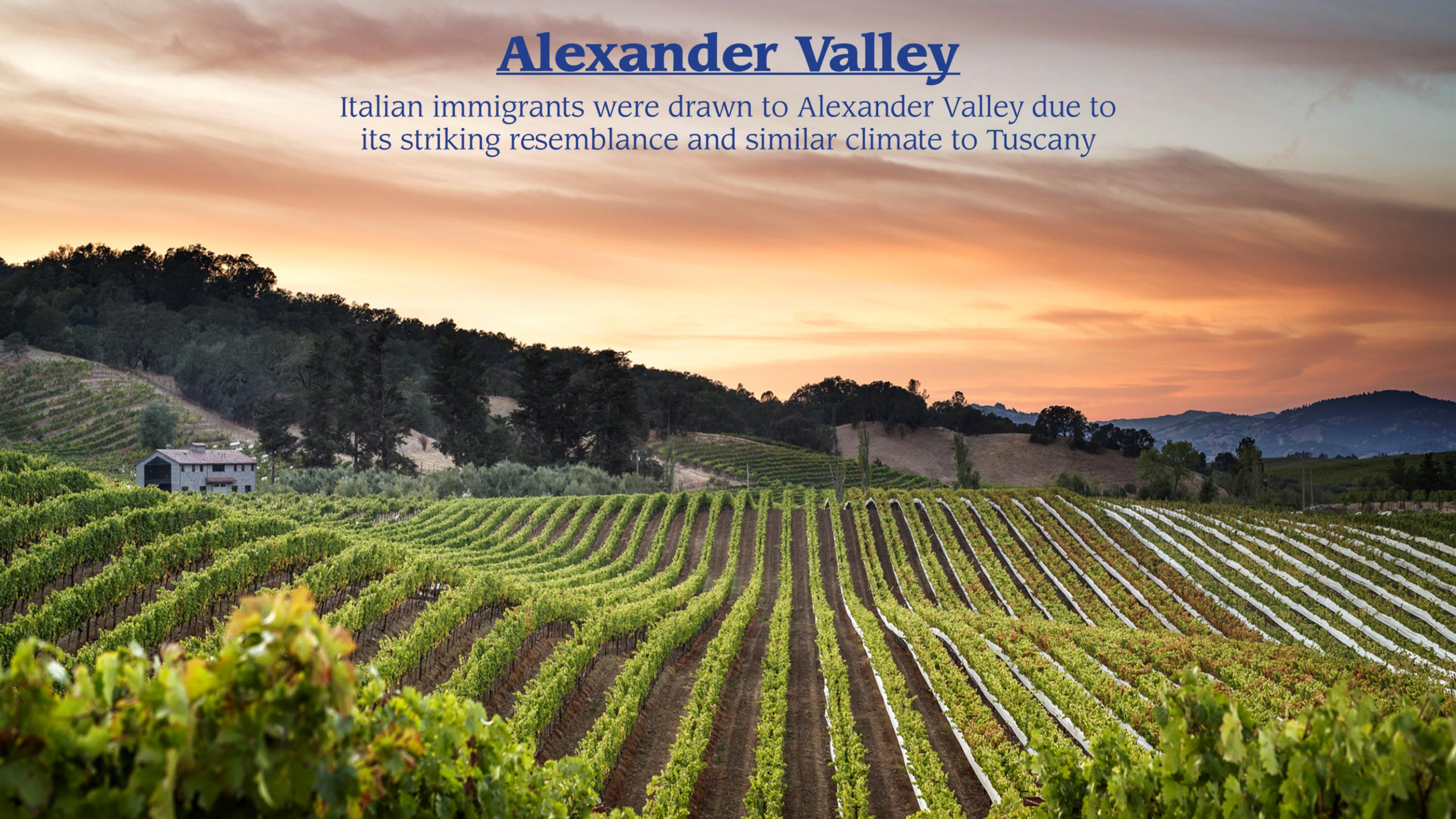


**BLUE ROCK**

**Gapstone Vineyard**

# Alexander Valley

Italian immigrants were drawn to Alexander Valley due to its striking resemblance and similar climate to Tuscany



# 37 years Commitment to an Estate Philosophy



# Why the Name Blue Rock

Blue Rock gets its name from the Serpentine rock, mostly shades of blue, found throughout the estate



# Blue Rock's Gapstone Vineyard Petaluma Gap AVA



# Sustainability, Technology & Innovation

- Shade cloth on the west facing side of the Blue Rock vineyard keeps vines 8-degrees cooler & uses less water
- Innovative composting allows us to use natural fertilizer to enhance the quality of our soil



# Winemaker & Vineyard Team

In-house winemaking and vine by vine farming done by our full-time vineyard crew



**Aaron Piotter**

*Winemaker*



**Garrett Buckland**

*Viticultural Consultant*

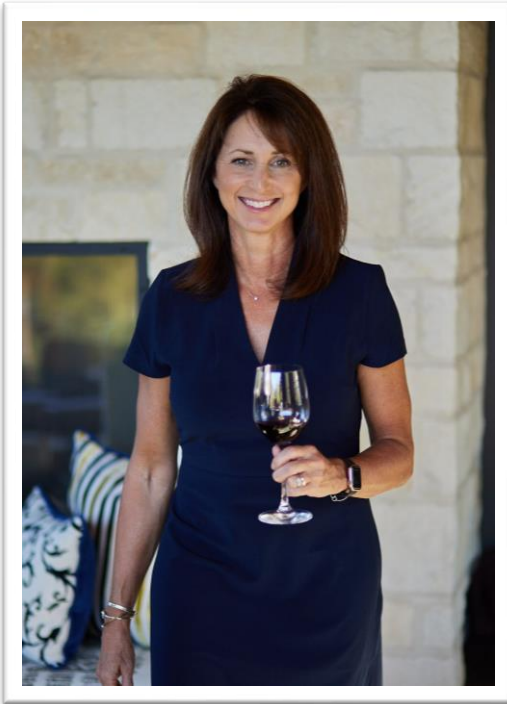


**Francisco Medrano**

*Vineyard Foreman*



# Blue Rock Sales Team



**Shelly Kelley**  
*Sales Manager*

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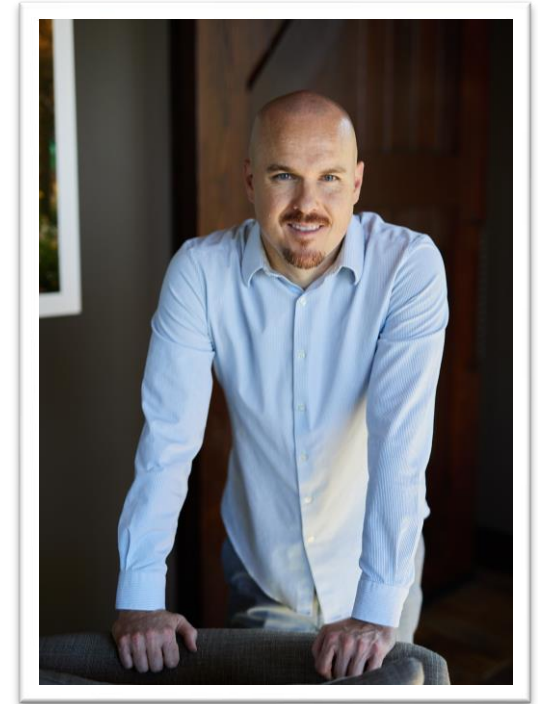
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*Owner/Vintner*

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*Managing Director*

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