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ARIZONA STRONGHOLD VINEYARDS
“Redefining the desert with high elevation wine”

When people think of Arizona, they don't typically think of wine. Desert, yes. Searing heat, yes. Wine, no.

Arizona Stronghold Vineyards is changing that. Profiled in the documentary “Blood Into Wine” and lavished with stunned praise by the likes of prominent figures at *Wine Spectator* and *The Wall Street Journal*, ASV has spent the better part of five years showing the world that a great Arizona wine can be a great wine by any standard.

This is the Arizona Stronghold Vineyards story.

THE MEET UP

Arizona Stronghold Vineyards as a business entity was created in early 2007, but the notion of an artisanal, groundbreaking Arizona winery flickered to life several years before that.

The year was 2002. Eric Glomski was hard at work making wine at Echo Canyon Vineyard & Winery near Sedona, when a mysterious black Range Rover pulled up to the remote vineyard in the Arizona high desert.

“I thought, “These folks must be lost,”” remembers Glomski.

But in fact, Maynard James Keenan knew exactly where he was. Popularly known as the iconoclastic lead singer of the industrial rock band Tool, Keenan was also a passionate wine-lover who wanted to plant grape vines on his property in the nearby artists' colony of Jerome. The aspiring vintner started chatting up Glomski, looking for farming tips. Before too long, the future winemaking partners were sharing a bottle at Keenan's spread, admiring the volcanic, sun-drenched lot where the musician's ambitions as a winemaker were taking root.

Over the next few years, Glomski and Keenan each founded private wine labels. Glomski purchased a creekside estate in the nearby town of Cornville and started Page Springs Cellars, a sustainable winery and bottling house. Keenan, in the meantime, learned the art of winemaking from Glomski and started two labels of his own: Caduceus Cellars and Merkin Vineyards.

Meanwhile, the two friends developed a parallel obsession: launching Arizona wines into the consciousness of wine-lovers everywhere.

THE VINEYARD



Although Page Springs Cellars' winery was doing well, the vineyard was producing only modest yields, and Glomski was importing the vast majority of his grapes from California and Keenan, too, was almost wholly dependent on out-of-state grapes to make his juice. Their mutual dream of creating a true Arizona wine seemed a long way off.

That changed in 2007, when a 120-acre vineyard southeast of Tucson called Dos Cabezas came up for sale. Figuring they could tap the vineyard's true potential, Glomski and Keenan formed a partnership and purchased Dos Cabezas together, renaming it after the Native American Cochise Stronghold – a maze of granite rock near the vineyard where the Apache warrior Cochise once hid from Mexican and U.S. soldiers after raiding settlements that were encroaching on his tribe's land.

"For me, the Stronghold personified both the Native American roots in our area as well as the strength and beauty of our Southwestern landscape," Glomski explains. "It is a powerful name."

Arizona Stronghold Vineyards was born.

ARIZONA "TERROIR"

Assessing their new vineyard, Glomski and Keenan were particularly intrigued with a 20-acre section called 'Norte' where one of the previous owners – fellow Arizona winemaker Sam Pillsbury – had planted Syrah, Grenache and Mourvedre grapes. Each of these grapes flourishes in the Southern Rhône region in France, which – with its warmer climate, long growing season and loamy soil – offers a rough caricature of the growing conditions in Arizona's high desert. True to the French winemaking concept of 'terroir' – in which the essence of the soil finds expression through the wine - Arizona Stronghold Vineyards uses predominantly Rhône -style grapes and other hearty Mediterranean clones that match well to the land.

They were also the same hearty Rhône grapes that Glomski was harvesting in lesser numbers at Page Springs. Impressed by how these particular fruits flourished in Arizona, the Stronghold partners went to work maximizing the neglected vines. Via grafting techniques, large portions of the Sauvignon Blanc and Riesling blocks were converted to Syrah. Meanwhile, some climate-challenged vines were converted to Petite Sirah and a small section of Chardonnay was grafted over to Viognier – the premier Rhône -style, white grape.

Though their first harvest was diminished by the grafting and pruning projects, Glomski and Keenan finally had enough Arizona-grown tonnage to credibly bill their product as a true 'Arizona wine.' This was important to the partners both from a winemaking standpoint and an ecological one.

"It feels as though we as a culture have become disconnected," Keenan says, explaining his motivation to start Arizona Stronghold. "We're constantly dreaming up ways to give away more and more of our power. We've lost touch with our ability to make fire, find fresh water, to hunt, gather, or cultivate our own food – even to have a simple conversation without utilizing some electronic gizmo. So in a nutshell, for me, this project is about reconnecting. It's about rekindling a relationship with the Earth."

THE WINES

ARIZONA STRONGHOLD LINEUP

DAYDEN (*Dry Rosé*): A knock-out dry rosé that balances vibrant fruit with racy acidity. Offers zesty floral aromas of watermelon and spice, with layered strawberry and mineral flavors.

TAZI (*Aromatic White blend*): Luscious and sunny, evoking tropical fruit and a cornucopia of citrus flavors, beautifully displayed against a finely integrated structure. Well-balanced with energy and a lingering floral finish.

DALA CHARDONNAY: Pineapple and star fruit notes play off a hint of fresh cream, almonds and baked apples in this broad Chardonnay. Firm acidity finds precision and balance with a silky, mouthwatering texture and a long lingering finish.

DALA CABERNET SAUVIGNON: Beautiful aromas of crushed berry, chocolate and licorice with hints of mint, follow through to a full-bodied palate, with velvety tannins and a rich, wonderful finish.

MANGUS (*Tuscan blend*): Fabulous aromas of cranberries, dried cherry and hints of dusty spices. Full-bodied, firm acidity with silky and refined tannins that lead into a very polished finish. Balanced and attractive.

NACHISE (*Rhône blend*): Dark plum and blackberry fruit mixed with hints of anise, juniper and roasted mesquite. Good cut on the finish, with the toast well embedded and framed by juicy acidity.

SITE ARCHIVES

Available exclusively at the Tasting Room and online is a series of unique and limited Site Archive wines. The Site Archive series is a chronicle of the wines made from our grape varietals at the sustainably farmed high elevation Estate Vineyards. Much like the curators of fine painting, sculpture, music and literature Arizona Stronghold feels these efforts document and speak of the elemental and cultural landscapes of our times.

STRONGHOLD WINES

The Stronghold Wines brand is the newest creation from winemakers Eric Glomski and Maynard James Keenan. By using an American Appellation we have the ability to source fruit from anywhere in North America, intentionally combining terroirs and dabbling with other growing regions.

Mandala is the first wine in the new Stronghold Wines lineup. This first casting of Mandala features a White Rhône Blend and a Red Rhône Blend.

MANDALA WHITE (*Rhône blend*): A rich and generous wine, with ripe peach, nectarine, apricot and tangerine flavors that are woven together on a full, lush body with mineral details and juicy acidity. Impressively long finish.

MANDALA RED (*Rhône blend*): Voluptuous aromas of dark cherry, blackberry and spice. Red plums and pomegranate join the dark fruits with flawless synergy. More layers reveal black pepper, anise, vanilla and violets. Balanced with good acidity, supple tannins and a bit of earth.

CENTENNIAL WINES

The Arizona Centennial Commission in collaboration with the Arizona Historical Advisory Commission proclaimed Arizona Stronghold the official winery of the Arizona Centennial in 2011. The occasion was commemorated with a carefully crafted, limited edition line-up of Centennial varietals, offering a white, pink and red wine within the Centennial lineup. The Arizona Stronghold Centennial series celebrates 100 years of determination and dedication to the Grand Canyon state's growth as a part of the United States.

CENTENNIAL WHITE: Rich, opulent and aromatic, with an inviting personality. Silky and graceful, showing assertive aromas of ripe Granny Smith Apples. Passion fruit and lemon rind become ripe pears, spice and minerals on the palate. A complex and beguiling wine, the flavors are matched to the vibrant structure. Fine, mouth watering finish.

CENTENNIAL PINK: Juicy watermelon, rhubarb and cranberry laced with mineral and herb notes. Soft and fruity, with a silvery, floral cast to the watermelon and rhubarb flavors, followed by a long, fine finish.

CENTENNIAL RED: Beautiful layers of spice, red fruit and earth come together on a silky palate with a lingering and complex finish. Blackberry and dark fruit plum, inlaid with black currant and supported by a minty, spiced edge.

POPULAR ACCLAIM

NACHISE

2007 89 Points *Wine Spectator*
2008 Gold Arizona Wine Growers Association
2009 Gold 27th Annual Lone Star International Texas Wine Competition
2010 Fourth Place *Judgment of Arizona*
2010 Blue Ribbon, Arizona State Fair
2010 Award of Distinction, Arizona Republic Wine Competition
2010 Silver Medal Award of Merit, Jefferson Cup Invitational Wine Competition

TAZI

2008 Bronze Arizona Wine Growers Association
2009 Bronze 27th Annual Lone Star International Texas Wine Competition
2010 Gold Medal Award of American Excellence, Jefferson Cup Invitational Wine Competition

DALA CHARDONNARY

2010 Blue Ribbon, Arizona State Fair

DALA CABERNET SAUVIGNON

2009 Award of Distinction, Arizona Republic Wine Competition
2009 Judges Favorite, Arizona Republic Wine Competition
2009 Silver Medal Award of Merit, Jefferson Cup Invitational Wine Competition
2010 Red Ribbon, Arizona State Fair

DAYDEN

2008 Gold Arizona Wine Growers Association Festival
2009 Gold Arizona Republic Wine Competition
2009 Bronze 27th Annual Lone Star International Texas Wine Competition

MANGUS

2008 Bronze Arizona Republic Wine Competition
2009 Bronze 27th Annual Lone Star International Texas Wine Competition

SITE ARCHIVES

2009 Bonita Springs Chardonnay – People's Choice Award Arizona Republic Wine Competition
2009 Bonita Springs Chardonnay – Bronze Arizona Republic Wine Competition
2010 Bonita Springs Chardonnay – Bronze Medal Arizona Republic Wine Competition
2010 Bonita Springs Vineyard Malvasia – Silver Medal Award of Merit, Jefferson Cup Invitational Wine Competition
2009 Lozen – People's Choice Award, Whole Foods Market
2009 Lozen – Silver Medal Award of Merit, Jefferson Cup Invitational Wine Competition
2010 Mourvedre – Gold Medal Award of American Excellence, Jefferson Cup Invitational Wine Competition
2010 Norte Petite Sirah – Gold Medal Award of American Excellence, Jefferson Cup Invitational Wine Competition
2009 Sangiovese – Gold Medal Award of American Excellence, Jefferson Cup Invitational Wine Competition
2010 Hermitage Syrah – Jefferson Cup Nominee, Jefferson Cup Invitational Wine Competition

2010 Mid Syrah – Silver Arizona Republic Wine Competition
2010 Norte Co-Ferment Syrah – Bronze Arizona Republic Wine Competition
2009 Mid Syrah – Silver Medal Award of Merit, Jefferson Cup Invitational Wine Competition

Featured at the James Beard House four times in the last two years.

Blood Into Wine

The award-winning 2009 documentary featuring Maynard James Keenan and Eric Glomski showcasing the behind-the-scenes efforts as they bring credibility and notoriety to Arizona winemaking. Screened in over 50 US cities and internationally premiering in Europe, Great Britain and film festivals across the world. www.bloodintowine.com.

THE TASTING ROOM



Nestled in the center of historic Old Town Cottonwood, Arizona Stronghold's Tasting Room is just 20 minutes from Sedona and Jerome and only one hour from Flagstaff. The comfortable and inviting lounge atmosphere is a perfect destination for guests to enjoy some of the finest handcrafted wines Arizona has to offer. Featuring Game Night Wednesdays, Live Music Friday's and educational and exciting winemaker events.

Address: 1023 N. Main Street | Cottonwood, AZ 86326

Phone number: (928) 639-2789

Hours of operation:

Sunday thru Thursday: 12 – 7 p.m.

Friday & Saturday: 12 – 9 p.m.

WINEMAKER BIOS

Maynard Keenan (Founder and Vigneron): A devoted champion of the organic food movement and sustainability policies, Ohio native Keenan is the owner of Merkin Vineyards and its associated winery, Caduceus Cellars. On the side, he's the lead singer for Tool, Puscifer and A Perfect Circle. His other business ventures include Merkin Vineyards and Orchards.

Eric Glomski (Founder and Vigneron): Moved by the revelation that wine is 'liquid landscape,' Glomski took leave of his landscape ecology business in Central Arizona after teaching himself to make wine from heirloom apples, pears, peaches and quince from abandoned homesteads that he came across during his field journeys. In the mid 90s, he continued his wine education by moving to California and working at David Bruce, rising from cellar worker to Co-Winemaker and Director of Production over a six-year span. In 2003, he returned to Arizona and worked as a winemaker at Echo Canyon Vineyards & Winery before founding his own labels, first with Page Springs Cellars in 2003, and Arizona Stronghold Vineyards in 2007.

ADDRESSES/CONTACT INFO

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