

The Five Pillars of Red Mountain AVA



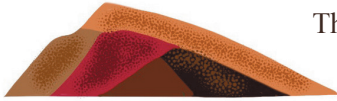
RED MOUNTAIN
AVA ALLIANCE



SOIL

Red Mountain soil is free draining, nitrogen poor, and highly alkaline.

- Efficient draining provides ideal growing condition for grape vines
- Available nutrients sent to the berries rather than foliage
- Provides an inhospitable environment for diseases and pests
- General stress from these factors creates smaller berries with thicker skins and a higher concentration of sugar, acid, and tannin



SLOPE

The AVA spans a southwest facing, sloped hillside.

- Provides maximum daily sunlight exposure
- Ensures consistent and even ripening and well-developed tannins
- Allows drainage of cold air, lessening the danger of spring frosts



PRECIPITATION

Red Mountain is considered a desert climate, with less than 7 inches of rain annually. (Seattle gets 37 inches!)

- Provides greater grower control and allows for precision watering through irrigation
- Lack of precipitation prevents mold and mildew in the vineyards



WIND

Red Mountain enjoys regular breezes from the southwest and frequent strong winds.

- Keeps humidity in the vineyards low
- Provides warming effect during the potential frost season
- Provides cooling effect during the heat of the summer



TEMPERATURE

Red Mountain is located at 46 degrees north latitude and experiences consistent warm to hot weather.

- Long days of sun and warmth ensure proper ripening
- Large diurnal shift (a dramatic drop in temperature after sunset) allows the vines rest and preserves the natural acidity in the fruit.