

A photograph of a vineyard with rows of grapevines stretching towards a large hill in the background under a clear sky. The vines are supported by a trellis system with dark posts and wires. The ground between the rows is covered with dry, reddish-brown vegetation. The hill in the background is a large, rounded mound with a few small structures on top. The sky is a clear, light blue.

**2023 PR Overview
Red Mountain AVA Alliance**

Red Mountain AVA Celebrates 20 Years

By Dorci Luzzza Gilmore June 2, 2022



Red chest grass blooming between vineyard rows, Toplett Vineyard, Red Mountain AVA, Washington Andrea Johnson

Why You Should Explore The Wines Of Red Mountain

Joseph V Micallef Contributor

I write about wines and spirits and the hidden corners of the world

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Sep 2, 2021, 07:00am EDT

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A bottle of red wine from Col Solare winery with the vineyard and the top of Red Mountain in the ... [-1] PHOTO, COURTESY COL SOLARE WINERY

No Longer a Secret, Red Mountain Earns Its Place In the Spotlight

BY SEAN P. SULLIVAN



PHOTO BY SEAN P. SULLIVAN COURTESY RED MOUNTAIN AVA ALLIANCE

Over the last four decades, Red Mountain has established itself as not only Washington's premier winegrowing region, but one of the finest in the world. Once a well-kept secret, the recent boom in plantings and investments have served notice: Red Mountain has arrived.

From Humble Beginnings

DESTINATIONS > RED MOUNTAIN

Red Mountain Wine Region Travel Guide: Best Wineries, Hotels & Restaurants



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The Forces Behind Washington Wine's Rise

An influx of money, investments in research – and the embrace of regional diversity – sparked its ascent.

Kathleen Wilcox

Tuesday, 12-Jul-2022

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© Red Mountain AVA | Diversity of plantings and terroirs has been an important aspect of Washington's rise.

Hoary tales of heavenly terroir set like a diamond in a musty-crusty scrabble of land lacking roads, power or a source of water are par for the course in any conversation about wine in the American West.

It's a reassuring story, and one that bears retelling as a reminder of authenticity, especially amid the bejeweled glitz that greets visitors to wine country in the, shall we say, more established regions of California where lack of infrastructure and resources seem as distant as Earendel.

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Looking over the vines vineyard from the Col Solare winery

While Ste Michelle Wine Estates was eventually sold to Altria, the parent company of Philip Morris, and then sold again late last year to be private.

Washington's Red Mountain: 2022 harvest report and 10 wines to try

As the 2022 harvest wrapped up in Washington State, Decanter's US editor Clive Pursehouse walked the busy vineyards of Red Mountain AVA and spoke to some of the state's experienced winemakers and vineyard experts on the year that was.



Clive Pursehouse
November 25, 2022

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Everything you need to know about Red Mountain AVA



Grape leaves in vineyard, Red Mountain AVA, Benton City, Washington State. © Shutterstock

The meteoric rise of Washington State's premier wine region is well-justified.

Ongoing Efforts

- Share press opportunities (sample submissions and interview requests) with Red Mountain AVA members
- 2023 survey – we want to hear from you!
 - What's new and notable at your winery/vineyard this year?
 - What are your target markets?
 - Do you have any wines available nationally?
 - What new releases are on deck this year?
 - Any larger trends to share: Innovations, new varieties, sustainability efforts
- Conduct ongoing pitching around regional stories and trends
 - Seasonal tip sheets
- Red Mountain AVA website support

Media on Red Mountain

- 2023 targets to visit Red Mountain as individual visits:
 - Samantha Cole-Johnson, Jancis Robinson
 - Eric Guido, Vinous
 - Michael Albery, Wine Enthusiast
- Create outreach strategy around top wine reviewers:
 - Anthony Mueller, Robert Parker: The Wine Advocate
 - James Suckling
 - Tim Fish, Wine Spectator
- Host FAM tour(s) in-region if budget allows. Targets include:
 - Brian Freedman, Food & Wine
 - Lauren Mowery, Forbes

Taste Red Mountain

- Support Taste Red Mountain events in Woodinville and Benton City
- Secure media opportunities to bolster ticket sales
- Invite top regional media to attend
 - Partner with Visit Tri-Cities to host travel writers in-region during June event
- Send press release around the event
- Provide social media guidance for participating wineries
 - Taste Red Mountain - Woodinville Toolkit [HERE](#)



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