



ESTATE RED MOUNTAIN ZEUS III

There is an economic explanation for why white wines are not more prolific on Red Mountain: when a region produces red wines as well as we do, the incentive is to plant those cultivars. The unfortunate reality is that a bottle of high-quality red wine can be sold for more than a bottle of high-quality white wine. Ergo, white cultivars are uncommon in our extremely small region, where acreage supply is low and demand is high. There is a large opportunity cost to have a white cultivar planted here.

So maybe we're bad at math. Maybe we planted white grapes here before anyone knew how good the red grapes were. Maybe we just really like white wine. Maybe it's a combination of all of the above. At the end of the day, Kiona grows eight white cultivars at three of our highly-regarded vineyards here on Red Mountain. Zeus III is a vertically-blended Estate Red Mountain wine unlike any you'll find from the region.

GEOGRAPHICAL DESIGNATION //

95% Red Mountain AVA, 5% Columbia Valley AVA

VINEYARD SOURCES AND COMPOSITION //

68% Ranch at the End of the Road Roussanne, 13% Ranch at the End of the Road Viognier, 14% Kiona Estate Chenin Blanc, 5% Vista Vineyard Riesling (Owned + farmed by us, not located on Red Mountain)

BOTTLING INFORMATION // Bottled August 7th 2019, 373.92 12 x 750 mL cases

MYTHOLOGY // Zeus, king of the gods, supreme ruler of Mount Olympus, and lord of the weather is perhaps the most recognizable figure in Greek mythology. Despite a questionable moral compass, Zeus has been a key figure in our cultural zeitgeist for millenia. Our label offers a more intimate depiction of him, as we've already got a label featuring a muscle-bound, shirtless male figure from Greek mythology in Cyclops. Electric!

