



Walla Walla Valley's Proper Wines merges with Rotie Cellars

Walla Walla, Washington – February 27, 2018 – Rotie Cellars, a Walla Walla winery specializing in traditional Rhône blends made with Washington state and Oregon fruit, today announced a merger with Proper Wines, a small-case producer of premium Syrah. Proper's assets and operations have been acquired by Rotie's parent company, Papineau LLC, which is owned by Rotie Cellars winemaker and founder Sean Boyd.

Under its new management, Proper Wines will remain a standalone brand and its 100 percent Syrah will continue to be produced exclusively from its six-acre estate vineyard in The Rocks District of Milton-Freewater. A sub-appellation of the Walla Walla Valley AVA (American Viticulture Area), The Rocks District is named for its cobblestoned basalt soil and has produced multiple award-winning wines typified by rich minerality and aromatic funk.

“Adding more acreage within The Rocks District is a no-brainer when it comes to the future of Syrah and Rhône varietals in the Walla Walla Valley,” said Papineau and Rotie Cellars owner Sean Boyd, who has also served as winemaker for Proper since 2010. “We understand the power of the six acres we are taking on and I am honored to continue pursuing the vision of Proper's founders.”

Created in 2006, Proper planted its first vines in 2007 on the site of a former cherry orchard in Milton-Freewater, Oregon. The label's first 2007 vintages of earthy, Rhône-style wines were released in 2009.

“It’s hard to believe that it was over 10 years ago that we sunk the first Syrah vine into the rocky soils of our estate property,” said Proper Wines Co-founder David Houle. “Our 100 percent estate-grown Syrah will continue to be crafted by Sean, but we will experience some significant synergies and economies of scale from combining our assets and operations. The journey so far has been a sweet one but we firmly believe the best is yet to come.”

Production of Proper’s premium Syrah is expected to remain at around 600 cases per year, with the possibility of aging an additional 200 cases in new, tight-grained Le Grande barrels if the growing season is plentiful. The merger brings total case production for Boyd’s brands to around 25,000 annually. With the addition of Proper’s six-acre site, Rotie now manages a total of 21.5 acres of vineyards in The Rocks District.

Although the brands will remain separate, Rotie Cellars’ two tasting rooms – in downtown Walla Walla and the SODO neighborhood of Seattle, Washington – will feature Proper Wines at various times throughout the year.

About Rotie Cellars

www.rotiecellars.com

Rotie Cellars is a Walla Walla winery that pays homage to the wines of the Rhône Valley, from the deep and complex Syrah-Viognier blends of the northern Rhône to the sultry GSMs of the south. Since opening its doors in 2007, winemaker and owner Sean Boyd has followed a simple philosophy: combine old world techniques with the highest quality Rhône varietals in Washington state to create elegant blends that showcase what our winemaking region has to offer.

About Proper Wines

www.properwines.com

Proper Wines was founded in 2006 by Conor McCluskey and David Houle, later joined by Kevin Dibble, Billy Adams and David Kunstle, with the goal of highlighting the uniquely earth-driven, savory Rhône-style flavors of The Rocks District Syrah. From day one, the brand’s focus has been on producing high-end Syrah that brings people together to share in the authentic taste of Walla Walla. Proper releases a new vintage each year.

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