

# Castle Rock Winery Marks 23 Years and 33 Consecutive Best Buys as a Leader in Value-Priced Pinot Noir

**Rolling Hills, CA** — Family-owned **Castle Rock Winery** is celebrating its 23-year anniversary as a pioneer in producing high-quality, value-priced California Pinot Noir. Founded in 1994 by **Greg Popovich**, who previously worked with **La Crema Winery**, Castle Rock released its first Pinot Noir vintage in 2002.

“Having seen the success of La Crema firsthand, I believed that if we could craft wines of comparable quality at half the price, Castle Rock could open the world of fine California Pinot Noir to a much broader audience,” said **Popovich**. “By utilizing our low-overhead business model, we’ve been able to deliver exceptional quality and consistency while keeping our wines accessible to everyday consumers. Today, we remain committed to delivering exceptional quality at everyday prices.”

Since its inception, Castle Rock Pinot Noirs have earned innumerable awards and accolades, including an **unprecedented 33 consecutive “Best Buy” ratings** from *Wine Enthusiast* — spanning the Castle Rock, **Kosmic Kitty**, and **Dressage** brands. The winery produces wines from several appellations to appeal to Pinot Noir lovers — whether they are new to the category or seasoned connoisseurs.

**Produced and bottled in Santa Rosa, California**, Castle Rock remains family-owned and has expanded its Pinot Noir line with the launch of **Kosmic Kitty** and **Dressage Wines** — the latter represented by **U.S. Olympic Dressage rider Sabine Schut-Kery**.

## Recent Accolades

- **2023 Mendocino County Pinot Noir** — 92 Points, *Wine Enthusiast* (“Best Buy”)
- **2024 Rosé of Pinot Noir** — 90 Points, *Wine Enthusiast* (“Best Buy”)
- **2024 Rosé of Pinot Noir** — 90 Points, *James Suckling*
- **2023 California Cuvée Pinot Noir** — Double Gold Medal & 99 Points, 2025 California State Fair Wine Competition
- **Kosmic Kitty Pinot Noir** — 92 Points, *The Tasting Panel Magazine* and 90 Points, *Wine Enthusiast* (“Best Buy”)
- **2024 Dressage Pinot Noir** — 89 Points, *Wine Enthusiast* (“Best Buy”)



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“Our wines continue to prove that quality and value can coexist,” said **Winemaker Meghan Daniels**. “We source from some of California’s finest vineyards and focus on balance and purity of flavor across each vintage.”

“Castle Rock has always been about family, passion, and approachability,” added **Adriana Popovich**, Director of Social Media. “Our community of wine lovers — and our new brands like Kosmic Kitty and Dressage — are helping us share that spirit with a new generation.”

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### **About Castle Rock Winery**

Founded in 1994, **Castle Rock Winery** produces handcrafted wines from premier appellations throughout California and the Pacific Northwest. Utilizing its **low-overhead business model**, the winery focuses resources on winemaking rather than overhead, allowing it to offer **top-quality wines at value prices for everyday enjoyment**.

**Learn more:** [www.castlerockwinery.com](http://www.castlerockwinery.com)