

2018 DECOY CALIFORNIA ROSÉ

An instant hit and top selling luxury Rosé!



Composition: 65% Syrah, 16% Carignan, 13% Vermentino 6% Grenache

Winemaker: Tyson Wolf

Appellation: California

Winemaking: Our Decoy Rosé was inspired by the great rosés of Provence. Unlike many rosés, which are made as a byproduct of bleeding off juice from red wine fermentations, the grapes for this wine were specifically harvested at lower Brix to make a dry rosé. To further preserve the wine's beautiful aromatics, pure fruit flavors and crisp refreshing mouthfeel, it was fermented entirely in stainless steel.

Key Accolades: v17 91 Pts., *Wine Enthusiast*, v16 90 Pts., *Wine Enthusiast*

UPC: 669576 02056 2

SCC/Case Code: 20 669576 02056 6

TTB Approval: 16208-001-000367

Alcohol: 13.5%

Market Trends/Opportunity: Rosé \$15+ SRP category is +65% vs. PY.

Availability: National

SRP: \$20

Tasting Notes: This lovely rosé displays enticing aromas of pink grapefruit and fresh melon, along with hints of strawberry and spring wildflowers. On the palate, it is bright and elegant, with refreshing acidity and minerality adding poise and definition to the vibrant fruit flavors.

Recommended Pairings: Melon & Prosciutto, Niçoise Salad, Crab, Soufflé, Grilled Shrimp, Quiche, Grilled Salmon, Crispy Fish Tacos

Marquee Accounts: TBD

Formats Available: 750ml