

2016 DECOY CALIFORNIA ROSÉ

Announcing the inaugural release of our Rosé!



Composition: 58% Syrah, 42% Pinot Noir

Market Trends/Opportunity: Rosé \$20+ SRP category is +57% vs. PY.

Winemaker: Tyson Wolf

Availability: Limited

Appellation: California

SRP: \$20

Winemaking: Inspired by the great rosés of Provence, our debut Decoy Rosé was made from a blend of Syrah and Pinot Noir grown in cool-climate winegrowing regions. 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.

Tasting Notes: This lovely rosé displays enticing aromas of fresh-picked strawberries and summer watermelon, along with hints of lemon zest and wildflowers. On the palate, it is bright and elegant, with a refreshing underlying acidity that adds poise and definition to the vibrant fruit flavors.

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

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

UPC: 669576 02056 2

Marquee Accounts: NA

SCC/Case Code: 20 669576 02056 6

TTB Approval: 16208-001-000367

Alcohol: 13.5%

Formats Available: 750ml