

# 2017 DECOY CALIFORNIA ROSÉ

*An instant hit and top selling luxury Rosé!*



**Composition:** 69% Syrah, 14% Vermentino, 9% Carignan, 8% Pinot Noir

**Winemaker:** Tyson Wolf

**Appellation:** California

**Winemaking:** Our Decoy Rosé was inspired by the great rosés of Provence, sourcing grapes 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.

**Key Accolades:** 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 +139% vs. PY.

**Availability:** Limited

**SRP:** \$20

**Tasting Notes:** This crisp and elegant rosé displays enticing aromas of pink grapefruit and fresh-picked strawberries, along with hints of honeydew melon and raspberry. On the palate, it is bright and balanced, with layers of vibrant fruit and subtle notes of minerals and spice.

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

**Marquee Accounts:** NA

**Formats Available:** 750ml