

## 2011 ROSEUM – HUERHUERO

Our 2011 Roseum is inspired by the refreshing, dry rosés of southern France. With its sun-soaked slopes and coastal ambiance, Paso Robles boasts an ideal terroir for echoing the flavor and spirit of these popular Mediterranean wines. [“Ros-e-um” - Lat. rose colored, of the rose.] The inspiration of the name comes from the Rhône Valley’s history that is still evident in its Roman ruins and in the endurance of its centuries-old wine trade.

The grapes were harvested early in the morning at our estate Huerhuero Vineyard. At the winery, the red varieties were all crushed together and transferred directly into a tank, where they were cold soaked on their skins for 24 hours, in order to extract color and flavor. Following, juice was drained off the skins into another stainless steel tank. Native fermentation was allowed to take place and malolactic fermentation was discouraged in order to retain aromatic complexity and freshness. Before bottling, a small amount of Viognier was added to the blend to help round out the wine.

### TASTING NOTES

- Color:** Bright coral  
**Aroma:** Rosehips, rhubarb, maraschino cherries  
**Taste:** Dry, clean mouth feel with hints of sweet strawberries

### RECOMMENDATIONS

Serve at: 50° – 54° F  
 Enjoy now through 2016  
 Store in dark dry place at 55° – 65° F  
 Pairing suggestions: Asian salad, crab meat, or simple chicken dishes

### TECHNICAL NOTES

Harvest date	Brix <sup>o</sup>	Vineyard	Blend	
11.01.11	24.7	Huerhuero	Mourvèdre	54%
		Huerhuero	Grenache	34%
		Huerhuero	Syrah	7%
		Huerhuero	Viognier	5%

- Aging:** 100% stainless steel  
**Bottling date:** 03.13.12  
**Release date:** 04.07.12  
**Cases produced:** 532  
**Alcohol:** 14.2%  
**pH:** 3.39  
**Total acidity:** 6.2 g/L  
**Residual Sugar:** Dry at 1.2 g/L



A dry and refreshing Rosé