

LORENZA!

ROSÉ 2010!

We make dry rosé from Rhone varietals grown by wonderful farmers and harvested early in the season. Whole cluster pressing and stainless steel fermentation allows bright acidity, a perfect pale pink hue, and 12.5% alcohol. This is true rosé, delicious with just about anything.

WINEMAKING

All four varietals were hand picked at very low brix in the early morning hours through the month of September beginning with the Grenache on the 1st and ending with the Mourvedre on the 28th. Each lot was whole cluster pressed and fermented in stainless steel. Bottling occurred on the 17th of February and yielded 943 cases.

THE VINEYARDS/THE BLEND

We are fortunate to work with several well-respected families in the Lodi area who've been tending vineyards for generations.

Mourvedre 39% | Cinsault 26%* | Grenache 24% | Carignan 11%*

**vines over 100 years old*

THE LABEL

The photo on the label is a candid shot of Michèle in Chelsea, NYC. A one in a million icon for the brand – a fully American version of Rosé guided by the principles and ideals of Provence. Thanks to photographer David Mushegain, designers and New York City artists Louis & Jack Shannon and Napa Valley based graphic designer Jeni Olsen.

THE SCOOP

Lorenza is produced by Napa Valley mother daughter team, Melinda Kearney & Michèle Ouellet who are madly in love with Rosé. Melinda is a marketing and branding consultant to Napa Valley luxury wineries and Michèle is an international fashion model. They see the world through rosé colored glasses.

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