



TALKING POINTS & FAQs

WHAT IS LORENZA TRUE ROSÉ?

Lorenza is rosé made with intention. The grapes are grown specifically for Lorenza. Mourvedre, Cinsault, Carignan and Grenache are picked at our direction in August at a low brix to make rosé—only. The grapes go direct to press and the juice flows into cold stainless steel tanks for a long, cool fermentation. The result? Lorenza True Rosé with low alcohol, high acid, delicate and focused flavors.

WHAT IS LORENZA SPRITZ?

Lorenza Spritz is carbonated rosé in a can. It is made from Carignan and Grenache from two of our vineyard sources. The two varieties are co-fermented in a stainless steel tank until nearly dry. The wine is carbonated before canning into a 250ml can. *There is no water, fruit juice or anything else in Lorenza Spritz.*

WHAT IS OUR STORY & HOW DOES THAT MAKE US UNIQUE?

LORENZA ROSÉ IS A WOMAN OWNED BUSINESS

Lorenza Rosé was founded in 2008 by Melinda Kearney and Michele Ouellet. Kearney and Ouellet are the hands-on mother-daughter team that makes and operates Lorenza. The team has deep roots in the wine and restaurant business.

OLD VINES

Our belief is that an old vine is more stable and the fruit is consistent and offers complexity and depth to the wine. It makes sense as they've seen it all. Lorenza Rosé therefore has the capacity if treated properly to age gracefully. We work with several vineyards over 100 years old that live in the sandy soil of the California Delta. The sand is an anaerobic environment. It protects the vine from disease allowing the vines to thrive. The oldest vineyard source for Lorenza is the Bechthold Vineyard, planted in 1886.

IS LORENZA ROSÉ ORGANIC?

Lorenza values the environment and works with vineyards that are [CCOF](#) certified organic or according to the [Lodi Rules for Sustainable Winegrowing](#). Lorenza is not an organic wine.

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IS LORENZA VEGAN?

Yes. A lot of people ask this question. No animal products and specifically no egg whites are used in the fining of Lorenza or in any other capacity.

IS LORENZA ROSÉ GLUTEN FREE?

Yes. Lorenza is made only from grapes. The wine is fermented and stored exclusively in stainless steel. Sometimes oak barrels are sealed with a wheat paste. No flour or wheat comes into contact with Lorenza Rosé.

SHELF LIFE?

Lorenza Rosé is designed to age. Often just as the new wine is released the previous vintage seems to roll into it's most beautiful stage yet. After 12 years of making Lorenza, we periodically review our past vintages in a vertical tasting that definitively proves that rosé can age. If stored properly Lorenza will take on a deeper color, rounder aromas and richer flavors that resonate beautifully with savory foods. Lorenza is feisty and fresh when young and an elegant beauty after a few years. Lovely no matter when you encounter the wine.

WHAT IS A SAIGNÉE? WHY IS THIS DIFFERENT THAN A TRUE ROSÉ?

Lorenza Rosé is not a saignée which is the French term used when pink juice is bled from a tank of grape must at the outset of fermentation in order to make the red wine more intense. It is a by-product of the production of red wine where the grapes are picked at a higher ripeness. It is not considered to be a True Rosé.

IS LORENZA ROSÉ SUGAR FREE?

During fermentation all of the sugars in the grapes are converted to alcohol. There is no residual sugar in a bottle of Lorenza Rose. Lorenza is sugar free.

WHY IS LORENZA ROSÉ SO LOW IN ALCOHOL?

Alcohol is the result of the sugars in the grapes converted to alcohol by the yeast. There is a direct relationship between the amount of sugar or brix in the grapes and the resulting alcohol percentage. Because we pick our grapes at a low brix, Lorenza is naturally low in alcohol, usually between 11% and 11.5%.

IS THERE OAK USED IN THE PRODUCTION OF LORENZA ROSÉ?

No, Lorenza is fermented and aged in only stainless steel.

DOES LORENZA ROSÉ GO THROUGH ML FERMENTATION?

Lorenza does not go through secondary malolactic fermentation. We prefer a crisper mouth-feel.