XX ALEXANDER VALLEY VINEYARDS

2019 dry Rosé of Sangiovese

This is our fourteenth release of Rosé! With vibrant color, an enticing aroma and bright fruit flavors, AVV dry Rosé of Sangiovese is a hit all year round.

Although the weather was a bit cooler than usual early in the 2019 growing season, there were no unusual temperature swings during bud break or flowering. The moderate temperatures continued through the summer, allowing the grapes to mature gradually. After 2018's record setting crop size, 2019 swung back to an average yield. At harvest, the quality of the fruit was excellent with high acidity and intense flavors.

After de-stemming, the fruit was cold soaked for an average of four hours to achieve the classic pink color. We drained off the juice, dug out the skins, and then gently pressed the grapes. The juice went back into the tank and settled for 2 days at 40° before it was racked and inoculated with a French isolate yeast. To preserve the bright aromatics and fruit flavors the juice was fermented slowly at a chilly 50°. The wine was bottled in late February 2020.

Recognized by critics and wine lovers as one of the country's best, our 2019 Rosé is brightly colored with a light pink hue that alludes to the rich style. Aromas of guava, strawberry, watermelon, raspberry and mint explode out of the glass, while the flavors of watermelon, strawberry, peach, berries and nice minerality keep you coming back for a second bottle.

This is pure California sunshine in a glass and appeals to a broad group of wine lovers.



Accolades: 2019: 98 points & Double Gold Medal - Sunset International Wine Competition

2019: 95 points & Double Gold Medal - Rose' Experience Competition

2019: Great Value Two & Half Stars- Washington Post

Food Pairing: Grilled fish, shrimp or chicken tacos, salads with lemon vinaigrette or a Thai inspired curry with coconut milk, lime and mint. For a unique pairing try it with a spicy gumbo.

Profile: • Vibrant flavors of watermelon, strawberry & peach

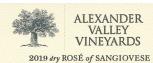
Bright, crisp and dry: un-oaked

Back label now features Sustainable logo:

Over the decades we have created and utilized many sustainable practices in our vineyards and winery. We are excited to formally recognize our commitment by adding the Sonoma County Sustainably Farmed Grapes logo to the back label of our 2019 dry Rosé of Sangiovese.

Sustainability ensures that our business, rural lifestyle and agricultural heritage will be maintained for years to come.

Every time a consumer purchases a bottle of wine with this logo, they are assured that it was produced in an environmentally friendly way by passionate stewards of the



Small Sangiovese vineyards are farmed exclusively for this rosé. Small Sangiovese vineyards are farmed exclusively for this rosé. Heavy pruning promotes even ripening while maintaining acidity and minerality in the grapes. We leave the juice in contact with the skins for a few hours to achieve the perfect pink hue, then cold ferment in stainless steel to maintain the bright flavors. Our dry Rosé of Sangiovese jumps out of the glass with intense aromatics and is rich and full bodied with big flavors of strawberry, watermelon, raspberry and mint. The Wetzel Family Estate, located on the property settled in the 1840s by Alexander Valley namesake Cyrus Alexander, showcases the history tradition and reveiled on the 1840s by

GOVERNMENT WARNING: (1) ACCORDING TO THE SHOULD NOT DRINK ALCORD IN

history, tradition and excellence of the region.

PRODUCED AND BOTTLED BY ALEXANDER VALLEY VINEYARDS HEALDSBURG, CALIFORNIA BONOMA 750ML CONTAINS SULHTES

Technical Data:

Grapes: 100% Sangiovese

Appellation: Sonoma County

Harvest: September 13 - 23, 2019

Closure: Stelvin **RS:** .7 g/L

Alcohol: 13.0% **pH:** 3.40 **TA:** 6.0 g/L

UPC: 0-85798 40072-0 SRP: \$16

Cases: 8700 First Vintage: 2006



