



EFFORT

V. 2020 **GRENACHE ROSÉ** ESTATE GROWN EDNA VALLEY AVA

Rosé & summertime are meant for each other. Our v.2020 EFFORT Grenache Rosé is arriving just in time for gathering with friends to share light meals and fresh flavors. Perfect for an impromptu beach picnic, to pair with anything garden-grown or with meals cooked outdoors over an open flame.

Patterned after the refreshing, drinkable pale-pink wines of Provençal tradition, our rosé is entirely crafted from Estate-grown Grenache and Syrah grapes, planted within easy reach of cooling Pacific Ocean breezes. The fruit is hand-harvested in several passes, and direct-pressed quickly and gently, retaining a very pale juice with little bitterness or color. Fermentation was entirely conducted in concrete vessels to preserve delicate aromas and develop subtle texture in the wine. Finished with care, and bottled at just four months old.

Only a small number of cases were produced - make sure to keep a supply close at hand for anything the season brings your way.

SIP SUSTAINABILITY IN PRACTICE – VINEYARD & WINERY

- 80% Grenache, 20% Syrah
- Center of Effort, Estate Grown
- Harvested 9/22 & 10/7/20
- 22.6 degrees average Brix
- Concrete fermented
- ML fermentation blocked
- Bottled February 9, 2021

pH: 3.2

TA: 6.0 g/l

RS: 1.3 g/l (dry)

Alc: 13.1%

Cases: 135

Energetic aromas of strawberry and raspberry, with an accent of lemon verbena. Melon and pomegranate on the palate with a refreshing crispness. Perfect for warm afternoons with friends, and an exceptional addition to the summer table.