



LOT **33**

# ROSÉ

*Languedoc, France*  
2018

750mL UPC: 8-94655-00151-8 1.5L UPC: 8-1087902057-9

A QUINTESSENTIAL SOUTHERN FRENCH,  
DRY-BUT-FRUITY STYLE ROSÉ. OUR  
TOP-SELLING ROSÉ WINE!

## VARIETAL + REGION

Languedoc is a large and diverse wine region in the south of France, heavily influenced by the Mediterranean. The region mostly grows red wine varieties—particularly Syrah, Grenache and Cinsault—however, there is a growing amount of white and rosé wines being made in the Languedoc. Especially the latter, as the appetite for rosé has continued to explode.

## ABOUT THE WINE

We originally selected this rosé because it is a classic southern dry French style rosé that pairs well with everything we enjoy in the summertime—the beach, backyard barbecues, summer food. This profile is exactly what has made Lot 33 one of the most popular wines in our entire portfolio, and one of the best-selling rosés in all of our core markets.

This year's Lot 33 is a blend of Syrah, Grenache, Mourvedre and Cinsault grown in northeastern Languedoc in the foothills of the Cevennes. Cold air drifts down from the mountains cooling and drying the vineyards. This mountain air preserves the freshness and cleanliness of the fruit, resulting in a refreshingly dry rose with lots of flavor.

## TASTE

Aromas of ripe strawberries and cherries fill the glass, accompanied by notes of fresh herbs and cotton candy. Dry and bright on the palate, with juicy fruit and an easy-going demeanor. The perfect summer sipper!



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