



Our Award Winning Rosé of Pinot Noir



Double Gold

2022 San Francisco Chronicle
WINE COMPETITION
LARGEST COMPETITION OF NORTH AMERICAN WINES

Channel

On-Premise & Off-Premise

Key Competitor

Miraval

*Key
Motivation*

Recruit

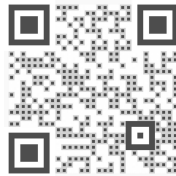
Bring new consumers to the franchise, primarily younger
Premium Wine consumers/shoppers.

Appellation

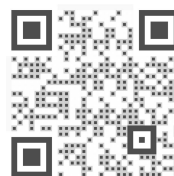
Grower-Vintner
Russian River Valley

Sonoma-Cutrer is **more than doubling its media investment**
for F23, driving awareness for the brand and Rosé of Pinot Noir.

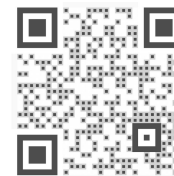
Estimated **100MM Impressions**
(+130% vs LY)!



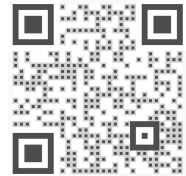
Rosé Production



Rosé of Pinot Noir



Owsley Vineyard



Vine Hill Vineyard

Please enjoy our wines responsibly.

©2022 Sonoma-Cutrer Vineyards, Windsor, Sonoma County, CA.

[Link to 2021 Tasting Notes on BAR+](#)



Our Rosé of Pinot Noir is handcrafted from 100% Russian River Valley Pinot Noir grapes from a winery that consumers know and trust.

Sonoma-Cutrer Russian Rosé of Pinot Noir Program

The Perfect Appellation

Russian River Valley is one of the best appellations for growing excellent Pinot Noir grapes. Our Rosé of Pinot Noir is crafted from grapes grown in our Owsley and Vine Hill estate vineyards in the Russian River Valley.

Our ten acres of Pinot Noir in the Owsley Vineyard is exposed to dramatic temperature changes, from warm days to cool, foggy nights, creating concentrated and complex flavors in the grapes.

Vine Hill Vineyard with its nearly 300 feet of elevation change allows each ridge, slope, and valley to contribute unique characteristics to the grapes.

A Legacy of Acclaim

Since its launch, Sonoma-Cutrer Rosé of Pinot Noir has won rave reviews, ratings and awards from some of the country's most prestigious competitions and wine writers. Some of the top awards recent awards include:

Vintage 2021:

2022 San Francisco Chronicle Wine Competition
- Double Gold

2022 West Coast Wine Challenge -
92 points, Gold

2022 LA Invitational Wine Competition -
93 points, Gold

2022 North Coast Wine Challenge -
91 points, Gold

Dedication to Handcraft

- Sonoma-Cutrer's Rosé is crafted with 100% Pinot Noir grapes. Fruit is specifically grown and harvested for our rosé.
- Early harvest for rosé produces fruit with crisp acid, delicate aromas and refreshing flavors.
- Fermentation in stainless steel tanks at cool temperatures enhances the citrus and bright red berry notes.
- The juicy flavors and elegant aromas of Sonoma-Cutrer Rosé of Pinot Noirs make it an fun, elegant and versatile wine in the portfolio.