

# Que Pop Session Rose

## THE FACTS

COUNTRY: USA - CA

REGION: California

APPELLATION: California

CEPAGE: 100% Pinot Noir

WINEMAKING: Grapes sustainably farmed vineyards in the Sonoma Coast AVA – mostly Green Valley of Russian River, picked early for vibrancy, acidity, and freshness. Cool, super clean fermentation in stainless steel tank until dry. Adjusted alcohol for session style and frizzante style bubbles for fun.

ALCOHOL BY VOLUME: 7.0%

## THE STORY

In the 2024 vintage, we found ourselves with a little extra Sonoma Coast Pinot Noir that didn't quite have a clear destination but, in the end, did have a destiny. Rob took the opportunity to get super creative and innovative to do something completely different. Seeing the trend towards lower alcohol wines and wanting to remain true to a sense of place and balance, he set out to tinkering. This ultimately landed with the alcohol cut in half, introducing bubbles and giving it a cute outfit. This pet/fun project was affectionately referred to at the winery as "K-POP" - a playful nod to Rob's Korean heritage (and maybe his affection for boy bands - not telling).

## THE SELLING POINTS

SUSTAINABILITY: Sustainable In Practice

