

2007 ROSEUM

Our 2007 Roseum is inspired by the refreshing, dry rosés of southern France. With its sun-soaked slopes and coastal ambiance, Paso Robles boasts an ideal terroir for echoing the flavor and spirit of these popular Mediterranean wines. ("Ros-e-um" - Lat. rose colored, of the rose). The inspiration of the name comes from the Rhône Valley's history that is still evident in its Roman ruins and in the endurance of its centuries-old wine trade.

The grapes were harvested early in the morning at our Huerhuero Vineyard. At the winery, they were crushed and transferred directly into the press, where they soaked on their skins for over 8 hours, in order to extract color and flavor. After this soak, they were pressed off their skins in to a stainless steel tank, where the juice was cold fermented for 4 weeks to retain aromatic complexity and freshness.

TASTING NOTES

- Color:** Dark coral
- Aroma:** Fresh and aromatic bouquet of raspberries and white cherries with floral and white pepper accents
- Taste:** Wild strawberries, pomegranate and cranberry flavors supported by a vibrant acidity, with a clean dry finish

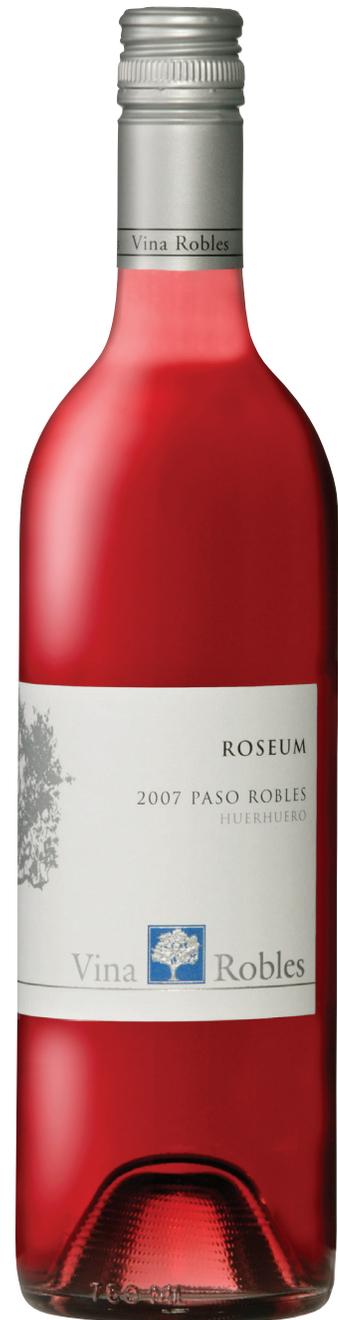
RECOMMENDATIONS

Serve at: 50° – 54° F
 Enjoy now through 2010
 Store in dark dry place at 55° – 65° F
 Pairing suggestions: Asian salad, crab meat, or simple chicken dishes

TECHNICAL NOTES

Harvest date	Brix ^o	Vineyard	Blend	
09.07.07	23.1	Huerhuero	Grenache	65%
09.07.07	24.5	Huerhuero	Syrah	15%
09.07.07	21.8	Huerhuero	Mourvèdre	15%
09.07.07	24.1	Huerhuero	Viognier	5%

- Aging:** 100% stainless steel
- Bottling date:** 12.10.07
- Release Date:** 05.01.08
- Cases produced:** 2317 cases
- Alcohol:** 13.5%
- pH:** 3.40
- Total Acidity:** 6.65 g/l
- Residual Sugar:** 1.4 g/l, dry



HP. Gubler

Matthias Gubler, Winemaker

A refreshing and crisp rosé