

Pink Agua Rose

THE FACTS

REGION: California

APPELLATION: Central Coast

CEPAGE: 100% Grenache

WINEMAKING: Destemmed and skin macerated for 8 hours. Direct to press with a slow and cold fermentation.

PRODUCTION: 1500 cases per year

THE STORY

Pink Agua By José Rosé was conceptualized by Kris Rosenberg and Jonathan Marquez, best friends from Santa Monica, CA. They aimed to create a diverse and innovative company with premium rosé wine. ¶Rosenberg and Marquez met with countless California vineyards, wineries, and wine makers for almost a year. Their passion for creating a great rosé ultimately led them to Paso Robles and a partnership with Le Vigne Winery to craft their 100% Grenache rosé. ¶Pink Agua by José Rosé employs novel digital marketing strategies to develop brand awareness. Where other wine companies play it safe and rarely market to millennials, Pink Agua speaks directly to this generation of wine drinkers. Pink Agua was awarded Double Gold in the San Francisco Chronicle Wine Competition.

THE ADJECTIVES

OVERALL: Crisp and refreshing.

AROMAS / FLAVORS: Aromas of passionfruit, honeydew melon, and hibiscus. Flavors of strawberry, guava, and pear.

MOUTHFEEL: Fine fruit, balanced acidity, creamy palate

THE SELLING POINTS

Award winning rose made with focus and delivered with fun.

SUSTAINABILITY: Certified Sustainable, Vegan, Organic In Practice

PAIRINGS: Charcuterie, soft cheeses, salads, and grilled seafood.

