

THE VICE

PINOT NOIR ROSE
NAPA VALLEY, 2025

BATCH #208 "WORLD CUP EDITION"

Crafted in a Sancerre Rosé style, exclusively from Pinot Noir grapes. Our Pinot Noir grapes were the first ones to be picked in 2025 in all of Napa Valley marking the start of harvest for our region.

Handpicked slightly underripe to exude freshness and to preserve the acidity for years to come. 2025 is our 10th vintage rosé of Pinot Noir, and we've precisely and consistently crafted it in the same style.

VINTAGE

The grapes that went into the crafting of this wine were the very first grapes to be harvested in all of Napa Valley on August 11th. 2025 vintage was yet again an exceptional year with wines already showcasing bold and elegant character. A wet winter provided ample soil moisture, promoting strong vine growth and natural canopy protection. The growing season saw extended warm periods, but the vines thrived, leading to a harvest with intense color and rich flavors.

VINEYARD

Our Pinot noir grapes come from a single vineyard in Carneros, Napa Valley. A bowl-shaped vineyard, the vines remain cool during the summer heat and warm during the colder months. A unique feature that helps our Pinot Noir grapes ripen slowly and maintain a great level of acidity which is a must for crafting a lively and age worthy Rosé.

TASTING NOTES

This Sancerre style rosé opens with an alluring bouquet of raspberries and jasmine, setting the stage for its lively character.

Crisp minerality weaves through layers of watermelon and tangy blood orange. Vibrant, light and refreshing, this Pinot is as irresistible as a golden summer evening, gone before you know it.

- Alcohol: 10%
- 100% Pinot Noir, Single Vineyard Carneros
- Residual Sugar: Og/L
- Sustainably grown fruit and winemaking practices
- 3800 cases crafted

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