

VILLAVIVA ROSÉ 2019

IGP Côtes de Thau

~ Background ~

VillaViva is an extraordinary pale rosé wine produced from vineyards surrounding the fishing village of Sete, famous for its oyster beds, and facing the Mediterranean Sea. Located in the Côtes de Thau (pronounced “toe”) appellation, along the famous string of lakes (Etang de Thau) that make up the Thau Bassin, the VillaViva vineyards are planted on fossilized oyster beds, limestone, gravel and quartz soil and benefit from a sunny and dry climate perfect for rosé production. An elaborate subsoil network of fresh water and salt water conduits under the vineyards to nourish the vines and contribute to the unique flavor of VillaViva. Because of the region’s rich marine biodiversity, Sete has been the center of a thriving fishing industry that dates to antiquity. However, it is commonly believed that the commerce of wine was equally as important; Etruscan amphoras found at the bottom of the Thau Bassin indicate that wine was being produced in the region as early as the 7th century B.C. VillaViva is produced from a state-of-the-art production facility that covers two appellations Côtes de Thau and PicPoul de Pinet (known for its white wines with delicious saline flavors). Because of the unbelievable price point and quality, the rosés from the estate have been so successful that they are now “replacing water” in all of the top restaurants on the French Riviera.



~ Tasting Notes ~

Luscious, aromatic nose of raspberries and strawberries. Fresh in the mouth with a well-balanced, full and lively middle palate, and a spicy, lingering finish. Serve VillaViva chilled. Drink anytime as an aperitif or with seafood, poultry, grilled meats, barbecue and Mediterranean-style cuisine.



View of the Thau Bassin from the vineyards

~ Viticulture & Winemaking ~

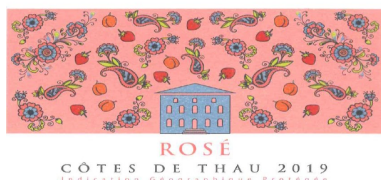
- 100% Carignan
- Limestone, broken stone, and quartz soil.
- Vineyards planted on slopes with southern exposure, bordering the Thau Bassin and overlooking the Mediterranean.
- Unique microclimate - proximity to water ensures vines stay cool, and contributes to the freshness of the wines.
- After harvest, grapes are cooled and undergo pre-fermentation maceration (cold soak) in Elite vats at forty-six °F for six hours.
- VillaViva is made from the free-run juice which is fermented at low temperatures to retain fruit and freshness.

~ Key Selling Points ~

- In 2017, VillaViva has 1% market share of all imported rosés in the USA.
- #1 brand from the Côtes de Thau [toe] appellation.
- 100% Carignan gives more intense fruit flavors, while maintaining brilliant, pale rose hue.
- Updated packaging reflects the fruitiness, brightness and elegance of this great wine!



VILLAVIVA



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90 Points (2018). Peach pit, nectarines and some strawberries. Good density and depth for this medium-bodied wine and medium acidity. Fruity on the finish. Drink now.