



ROBERT MONDAVI
WOODBIDGE.

2 0 0 7

R O S E

C A L I F O R N I A

• W I N E M A K E R ' S N O T E S •

Delicate and refreshing, our 2007 Rose makes a delightful complement to appetizers, salads and lighter fare. The fruity aromas and flavors—reminiscent of summer’s raspberries and strawberries—come from several vineyards regions of California. A propriety blend of grape varieties adds hints of jasmine, orange zest, hibiscus tea and spices. We used a French technique called saignée (sen-yay) to give the juice its pretty pastel color and bright fruit expression. Served well-chilled, our Rose’s lightly sweet flavors taste great with appetizers on a warm summer evening or with a buffet lunch of cheeses, meat cold-cuts and fresh spring greens. It’s also a festive wine to serve around holidays and, like cranberry sauce, complements Thanksgiving turkey or ham. Enjoy Rose’s fresh, lively personality within a year or two of the vintage.

Varietal blend: 76% Zinfandel, balance proprietary blend of red and white varieties

• V I N T A G E •

“I call 2007 a one-in-twenty vintage,” said Todd Ziemann, Director of Winemaking. “I believe it’s the highest quality harvest in the 20 years that I’ve been a winemaker in Lodi. The wines are amazing.” Low rainfall kept the grapes small and concentrated, while moderately cool temperatures throughout the growing season allowed the grapes to slowly develop their vibrant, ripe flavors. Early budbreak in spring led to the early onset of harvest, with the white grape varieties reaching maturity in early August. Our winemaking team called it a fun, well-paced harvest, and noted how easy it is to make fantastic wines out of great grapes. Our 2007 Rose reflects the excellent vintage with ripe, vibrant flavors perfectly balanced with acidity.

• V I N E Y A R D S •

We selected one-third of the grapes from the Lodi American Viticultural Area (AVA) surrounding our winery, with the balance from other California regions. We selected Zinfandel (originally from the Dalmatian Coast) for three-fourths of the blend and then a variety of other grape varieties, including the French Cabernet Sauvignon, Spanish Tempranillo, Italian Sangiovese and Barbera, and the very floral Muscat of Alexandria. These European wine grapes, ripened to perfection under California’s abundant sun, gave our Rose its enticing array of flavors.

Grape Sourcing: 34% Lodi AVA, with grapes from other California viticultural areas

• F E R M E N T A T I O N A N D A G I N G •

We used the *saignée* technique to bleed off colors, aromas and flavors from the skins of the lightly crushed red grapes without extracting dark color or tannins. (*Saignée* means “to bleed” in French.) Almost all red grape varieties have clear juice, so the intensity of color comes from the length of skin contact. After draining the free-run juice from the skins, we cold-fermented the juice at 45°F to accentuate the fresh fruit expression. Because all rosé wines are best enjoyed while young and fresh, we did not oak-age this wine.

Wine analysis: 0.69% total acid, 3.25pH, 2.8% residual sugar, and 10.5% alcohol, by volume



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• W I N E •

Varietal composition:

76% Zinfandel, balance proprietary blend of aromatic white grapes and saignée juice from red grape varieties.

Flavor descriptors:

Delicate raspberry and strawberry fruit character. Jasmine tea and orange zest perfume the aromas and lightly sweet flavors.

Wine analysis:

Total acid: 0.69%
Final pH: 3.25
Residual sugar: 2.8%
Alcohol: 10.5% by volume

• V I N T A G E •

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• V I N E Y A R D S •

Appellation:

California

Grape Sourcing:

Appellations: 34% Lodi AVA surrounding our winery, balance other California viticultural areas

• W I N E M A K I N G •

Grapes immediately brought to the winery after harvesting to capture fresh fruit character

Saignée technique used to bleed off colors, aromas and flavors into the clear juice,
without extracting excessive color or tannins

Long, cool fermentation to preserve fruitiness

To retain fresh fruit expression, the wine was not barrel-aged

Blending of carefully selected grape varieties to contribute fruit, floral and spice flavors

SUGGESTED RETAIL PRICE AT RELEASE IS \$7.99

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R O S E

C A L I F O R N I A

• S H O R T D E S C R I P T I O N S •

~80 words

Delicate and refreshing, Woodbridge 2007 Rose makes a delightful complement to appetizers, salads and lighter fare. The fruity aromas and flavors—reminiscent of summer’s raspberries and strawberries—come from vineyards in several regions of California. A propriety blend of grape varieties enhances the Zinfandel character by adding hints of jasmine, orange zest, hibiscus tea and spices. We used a French technique called saignée (sen-yay) to give the juice its pretty pastel color and bright fruit expression. Serve well-chilled.

~40 words

Delicate and refreshing, Woodbridge 2007 Rose makes a delightful complement to appetizers, salads and lighter fare. The fruity-floral aromas and lightly sweet flavors are reminiscent of summer’s raspberries, strawberries and night-blooming jasmine, with hints of orange zest and spice. Serve well-chilled.

~20 words

Lightly sweet and refreshing, Woodbridge 2007 Rose shows delicate summer berry, floral, orange zest and spice character.