



TASTING NOTES

Red fruits, pleasant aromas of an everyday rosé.

My Essential

French Rose

COUNTRY	ABV
France	12.5%
REGION	VARIETALS
Provence	Grenache
	Cinsault
APPELLATION	Syrah
IGP Méditerranée	

WINERY

My Essential is a project founded by renowned Master Sommelier Richard Betts in 2013. Richard wanted to create a line of crowd-pleasing, affordable, yet highly commendable wines to live up to his motto that “wine is a grocery, not a luxury.” In partnership with estates in Southern France, Anderson Valley, and another CA location, Richard has succeeded at creating three wines of exceptional character at an exceptional price point: respectively, a Rosé, a Sauvignon Blanc and a Cabernet Sauvignon.

Volio manages the sales and marketing of the My Essential brand in the US.

CULTIVATION

This rosé hails from an area of Provence about 40 kilometers from the picturesque town of Aix. The work is in two vineyards, both of which are planted to Grenache and Cinsault with just a bit of Syrah. Importantly, these grapes are grown specifically to make rosé (as is the tradition in the South of France).

VINIFICATION

Vinification is straight to press with the red grapes (there is no saignée nonsense here) and everything is whole-bunch pressed and fermented. After a short rest in tank the wine is bottled.