

La Domitienne



THE STORY

Named after the Via Domitia, an ancient Roman road that runs through the Languedoc and past the winery, connecting Italy, France and Spain

- Grown on small estates in the Languedoc
- Label bears the cross of Languedoc, ancient symbol of the region
- Bright, cheerful color represents the Languedoc's sunny climate, great for growing cinsault, a classic varietal in French rosé
- Mistral winds and proximity to the Mediterranean temper the climate and cool down the grapes to preserve the fresh acidity

VARIETALS

50% Cinsault, 50% Grenache

VINTAGE

2015

TASTING NOTE

This 2015 Languedoc Rosé shows a great pink color to go with terrific notes of peach, strawberry and orange blossom on the nose. Fresh and light, showing a floral edge to the brisk core of peach pit on the attack, medium-bodied, layered and elegant, with a full-mid-palate, integrated acidity and a great crispy finish.

THE OPPORTUNITY

Rosé priced \$8.99-\$12.99 up 28.5% by volume and 30.9% by value last year, according to Nielsen data.

Source: Nielsen U.S. Food, Drug, Liquor, 52 weeks ending Jan. 2 2016