

create wines that balance tradition with innovation, capturing the essence of the Sierra Foothills' distinct climate and soil.

The Vin Gris d'Amour is made with Mourvèdre, Grenache, and Syrah, and offers enticing if red fruits like red cherries, strawberries, and plum! The palate is crisp and refreshing with a lively acidity that enhances the bright fruit flavours. This wine has a bit of a savory side with a few earthy notes and spice and leaves tons of red cherries on the finish. This rosé wine is perfect for those who appreciate refined and elegant wines with a complex, yet approachable flavor profile. A beautiful wine with tons of character and the perfect accompaniment to enjoy with shrimp pasta and creamy tomato and basil sauce.

https://www.thesuburban.com/columnists/mandi_robertson_wines/mandi-robertson-the-gourmet-appeal-of-gastronomic-ros/article_b7c76cec-be29-5f82-9a5f-c6c275d61fdd.html

Ronnie Koenig, Wine Enthusiast, Jun 2024

Rosé has moved beyond its status as quintessential poolside sipper to full-on cultural icon.

Case in point: Social media is filled with hashtags and accounts associated with ubiquitous phrases like “yes way rosé,” “when there’s a will, there’s a rosé” and “rosé all day.” These terms are emblazoned across all kinds of gear, from t-shirts, caps and clutches to posters, bridal shower invitations and wine labels. At the same time, rosé has become a popular cocktail base, spawning a flurry of mixed drinks including fruit-flecked sangria, slushy frosé and rosé lemonade.

Yes, these vibrantly-hued beverages and bottles may make the perfect Instagram accessory. But, when mixed with other ingredients or guzzled like Gatorade? It’s safe to say that rosé’s often subtle and sophisticated aromas and flavors can be lost.

However, producers are increasingly attempting to shift the conversation—or at least add to it—by promoting serious, intentional interpretations of the summer staple.

[...]

But this growing movement of thoughtfully crafted rosés is happening far beyond the borders of France. Many of these wines are ripe for aging and offered at far more budget-conscious price points than their Mediterranean counterparts.

Bill Easton, winemaker and winegrower at Terre Rouge and Easton Wines in Northern California’s Sierra Foothills, has been making rosé since 1987—way before Summer Water or Bon Jovi’s Hampton Water were even a thought. His \$30-a-bottle Vin Gris d’Amador is a Southern Rhône-style dry rosé made from Grenache, Mourvèdre and about 15% mixed whites including Grenache Blanc, Roussanne and Viognier. To differentiate his rosé from the pink wines with which Americans were most accustomed until the past decade or so—a.k.a those made with sugary white Zinfandel—Easton decided to name it Vin Gris (“grey wine”). He admits the term is unlikely to catch on or go viral. But he’s not concerned.

Easton’s focus is on quality, not marketing or hype. “The French and Quebecois that sell my rosé call it a gastronomic rosé,” he says. “It ages and improves in the bottle, but starts getting very good one to two years after bottling.”

[...]

Though it’s unlikely “rosé all day” culture will go anywhere anytime soon—nor do many want it to. After all, #rosé is big business. But the winemakers who have invested their time and resources into making intentional wines are glad more consumers ready to look past the cheesy t-shirts and hashtags.

“There is a lot of hype out there,” says Easton. “I don’t like hype. #Nohype!”

https://www.wineenthusiast.com/culture/wine/serious-rose/?queryID=a44e8256d90160769bc6f21abfa20e4c&objectID=post#179630&indexName=PROD_WINEENTHUSIAST_ARTICLES

Jean Aubry, Le Devoir, Jun 2023

Substance, sève, puissance et ampleur, ce rosé à la robe corail profond en regorge généreusement. Essentiellement des grenaches noirs et des mourvèdres hautement savoureux, dont le caractère affirmé les destine au tajine comme au gratin d'aubergines, avec un moelleux de texture et une fraîcheur épicée fort bien ciblés.

<https://www.ledevoir.com/plaisirs/vin/792970/le-gris>

Bill Zacharkiw, Montreal Gazette, Jun 2023

Here's one that's been aged for you. Rich, textured, spicy with red fruits alongside pear and peach. Great complexity, power and length. It's almost tannic. Big pink ready for a big meal. Grape varieties: mourvedre, grenache, viognier, roussanne. Residual sugar: 1.5 g/l. Serve at 10-14 C. Drink now. Food pairing idea: Vegetarian stir fry with tamari and ginger, spicy salmon, lobster.

<https://montrealgazette.com/life/food/wines-of-the-week-you-can-pour-the-rose-but-are-you-drinking-it-properly>

Nadia Fournier et Patrick Désy, Le Journal de Québec, Blogue Les Méchants Raisins, Jun 2022

Et pourquoi pas un rosé d'exception pour la fête des Pères ? Provenant de la Californie, le vin affiche une robe saumonée aux reflets cerises qui détonne dans cet océan de rosés aux couleurs très pâles. On s'attend d'ailleurs à un rosé puissant et vineux. Or, c'est tout le contraire. Le vin est certes concentré, mais tendre, volumineux, presque aérien et fin de bouche. Un équilibre remarquable donnant un rosé savoureux et sapide. Il a peu fléchi en éclat et en précision sur les trois jours où il a été dégusté. Parmi les meilleurs rosés cette année. Servir frais (11-12 °C), plutôt que froid.

<https://www.journaldequebec.com/2022/06/17/sante-papa>

Vincent Sulfite, Qu'est-ce qu'on boit (Infolettre), Jun 2021

Je me souviens d'avoir goûté dans une dégustation Rézin et d'avoir agréablement surpris par la profondeur et l'élégance des vins de Terre Rouge. Bill Easton et Jane O'Riordan élaborent une trentaine de vins différents. Les vins se retrouvant sous l'étiquette "Terre Rouge" sont produits à partir de cépages rhodadiens sur des sols comparables à certains sols de la Vallée du Rhône. Rosé de saigné composé à 66% de mourvèdre, 30% grenache et 4% syrah.

<https://us18.campaign-archive.com/home/?u=2345f844dd83bcea25d792654&id=5e176004da>

Nadia Fournier, Le Journal de Québec, Blogue Les Méchants Raisins, Dec 1969

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