FRITZ

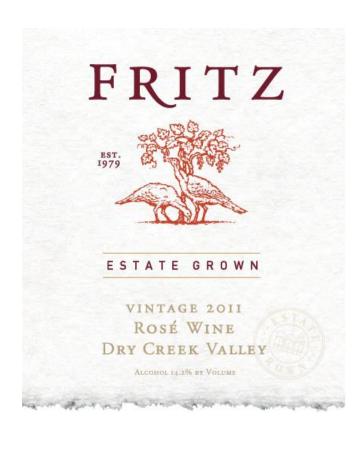


Fritz Underground Winery's Portfolio of Wines 2011 Estate Rosé

Winemaker's Notes:

Our 2011 Estate Rosé is handcrafted predominately from our 30 year old Zinfandel grown on the valley floor of our Estate along with a slight mix of Malbec and a splash of Pinot Noir. An Exquisite color of cotton candy this rosé bursts with aromas of Maraschino cherries, candied apples and cream Soda. Flavors of strawberries and cherries are wrapped in bright, balanced acidity to round out the palate. With a crisp clean finish, this rosé is sure to please

- Winemaker Brad Longton



Technical Data:

Appellation: Dry Creek Valley

Varietal: Zinfandel/Malbec/

Pinot

Harvest Date: October 2011

Bottling Date: February 2012

Aging: 100% Stainless Steel

Alcohol: 14.2%

TA: 0.65gl/100ml

pH: 3.21

Production: 100 Cases

Production Notes:

We combine our best fruit to produce our Rosé and it is made with minimal skin contact. We only allow just a hint for color.