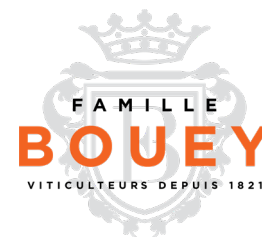


# FAMILLE BOUEY COLORS 721 ROSÉ 2022

AOC Bordeaux, France



**TASTING NOTES:** The color of the 2022 vintage is a bright, light pink. The nose opens with intense aromas of fresh fruit (strawberry, raspberry, vine peach), giving way to occasional floral notes and hints of orange blossom. On the palate, the wine is lively and perfectly balanced, with a long and deeply aromatic finish.

**VITICULTURE:** The winery's merlot vineyards are within the Bordeaux Rosé Appellation, a very large geographical area with a great diversity of soils and terroirs.

**VINIFICATION:** Only fruit which arrived at peak ripeness was picked. Vintners applied a balance of traditional and modern winemaking techniques, maturing the wine in vats to preserve its fresher, fruity notes.

**INTERESTING FACT:** Pantone, the most famous colorists in the world, began their first and only partnership in the wine industry with Famille Bouey. This unique co-branding encourages the buyer to choose Famille Bouey Bordeaux Rose based on its color.

**FAMILY:** The Bouey family has been in the Médoc region of Bordeaux for over 200 years. But they are not vineyard owners, rather, vineyard caretakers, tending to the vines of their seven chateaux in a way that preserves them for future generations. They've operated this way for years and show no signs of altering their approach. The resultant wine and health of the vines speak for themselves. In fact, they are one of the last family-owned wine trading companies left in Bordeaux.

Respect for the environment is just as important to Famille Bouey as the respect for heritage and crafting delicious wines. All seven of the Famille Bouey estates are farmed to ISO 140001 standards and have obtained the High Environmental Value (HVE) label, which is the most highly regarded and rigorous label given to farms and agriculture. Sulfites are kept to a minimum in the wine and no chemicals are used to treat, feed or tend to the vines. Vineyard biodiversity is honored and encouraged.

**PRODUCER:** Famille Bouey

**REGION:** AOC Bordeaux, France

**GRAPE(S):** 100% Merlot

**SKU:** MB721227

**ALCOHOL:** 12%

**TOTAL ACIDITY:** 3.94 G/L

**RESIDUAL SUGAR:** 0.13 G/L

**pH:** 3.34