

**\$9.00**

Retail

**\$20.00**

Savings

**55%**

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## 2016 My Essentialproduct-timed-pdf - French Rose - Patio Pounding Rosé, Less Than 1/2 Case Left!!

### Why We're Drinking It

The name of the game here is Rosé: easy drinking, quaffable, no frills, just straight-forward yumminess that is a must-have as a daily go-to (especially at \$9 a bottle...we'll say that again to let it sink in, \$9!!!!).

Now you may be thinking, what's the story behind this ridiculously priced gem? Well not to fret, this Essential French Rosé is crafted by none other than an American Master Sommelier who ran the wine program at Aspen's famed Little Nell from 2000-2008 and passed his master's exam on the first attempt (only the 9th person to do so EVER!). With a philosophy that wine should be treated "as a grocery and not a luxury" Richard Betts set out to produce extraordinary, ultra-delicious wines at a non-head scratching price point. In our humble opinion, we think he did great!

Being an "Essential French Rosé," this wine comes from the mesmerizingly idyllic vineyards in Provence, located about 40km (~25mi) from the charming town of Aix. A blend of Grenache, Cinsault and a smidge of Syrah, these grapes are grown specifically to craft rosé: whole bunches sent straight to press and ferment only to be bottled after a short rest in tank (no saignée foolishness here). The result is a crisp, racy, flowery, lip-smacking, sea-salt infused quaffer with notes of red fruits, watermelon, and rose petals. It's just lovely. A patio pounder if we ever had one.

What are you waiting for?! \$9! Only \$54 for 6 bottles with shipping included? Get a case why don't ya! Get two!

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### Tasting Notes

Crisp and racy with notes of red fruits, watermelon and sea salt and rose petals.

**VARIETAL**

Blend

**APPELLATION**

France

**ALCOHOL**

12.00

**SIZE**

750ml

**BLEND**

Blend

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### The Story to Know

After an academic journey that included a BS, an MS and nearly a JD, Richard Betts finally found his way to his real love: Wine. While traveling in Italy, he fell in love with the country's dining tradition and came to regard wine "as a grocery and not a luxury." He served as the wine director at The Little Nell in Aspen from 2000 to 2008. In the spring of 2003, Richard passed the Court of Master Sommeliers' Masters Exam on the first attempt, the ninth person ever to do so. He co-founded the wine labels Betts & Scholl in 2003 and Scarpetta in 2006 and founded Sombra Mezcal in 2006. Today, Richard spends his time guiding My Essential Wines, Sombra Mezcal, Astral Tequila, and his newest wine project "An Approach To Relaxation." Richard is the New York Times best-selling author of "The Essential Scratch & Sniff Guide to Becoming a Wine Expert" and "The Essential Scratch & Sniff Guide to Becoming a Whiskey Know-It-All."

Making good on their mantra of "wine is a grocery, not a luxury," they're producing extraordinary wines that can be consumed every day. In each case, they're looking for the essence of the place and expressing it in an ultra-delicious wine. So far, they're crafting a Cabernet Sauvignon, Sauvignon Blanc and a Rosé under the My Essential label. They also continue to explore other "essential" ideas around the world so who knows what is to come.

