

## Retail Sales Analysis: New Imports Look for Growth in Booming U.S. Rosé Category

**THERE HAVE BEEN A** lot of new releases this spring and summer from import companies with the common theme seeming to be wines from South America—Chile and Argentina—and, of course, Rosé. We have new releases of Rosé from South America, Rosé in a can from Provence and two Italian Rosés.

In **Nielsen** scan data, both wines from Chile and Argentina are down in sales and volume. Overall, imported table wine as a category is up 2.4 percent in sales and down just 0.7 percent in volume.

Not surprisingly, Rosé continues to grow in both categories. In the four weeks ending May 21, Rosé has increased 42 percent in volume and 43.1 percent in sales. Rosé has exploded in popularity the last few years and seems to only be getting hotter, with plenty of Rosé-related campaigns on social media, such as Rosé All Day, Yes Way Rosé, Brosé and more.

### Imports from South America

#### New Releases from Guarachi Wine Partners

**Guarachi Wine Partners** introduced Aila, a new wine from Chile's Leyda Valley, an area close to the Pacific Ocean that is growing in fame as an excellent cool coastal viticultural region. The brand consists of Pinot Noir (\$17) and Sauvignon Blanc (\$15), and rolled out in select markets through June 2016. The creation of Aila is a way for winemaker **Andres Sanhueza** to pay homage to the special heritage and history of Leyda Valley. As the vines were planted, keepsakes from the indigenous Mapuche tribe were discovered on the grounds. The name Aila translates to "nine" in the Mapuche dialect—an important number to the local tribe, who once marked their home with a circle of nine statues to serve as a meeting place to communicate with their gods.

Guarachi Wine Partners also announced that Chile's iconic **Montes Winery** introduced its new "Spring Trinity" wines. Comprised of Montes Spring Harvest (\$15), Montes Cherub (\$16) and Montes Twins (\$16), these wines reflect the more protective side of Montes angels. Two of the wines, Cherub and Twins, feature distinctive new labels and innovative new blends. Montes Spring Harvest, introduced for the first time in 2015, is a fresh, low-yield Sauvignon Blanc harvested 21 days early from the cool, coastal Leyda Valley, and bottled in April. It is the first Sauvignon Blanc of the vintage to arrive from Chile. Montes Cherub, formerly a robust Rosé of Syrah, is now a brighter, leaner, vibrant blend of Syrah and Grenache, to capture the Provence-style while showcasing the distinctive terroir of the Colchagua Valley. Montes Twins, formerly a 50/50 blend of Cabernet Sauvignon and Malbec, has been re-worked by father and son team **Aurelio Montes Sr.** and **Aurelio Montes Jr.** The resulting wine is a blend of Cabernet Sauvignon, Syrah, Carmenere and Tempranillo.

King Malbec, a fresh brand of Argentine Malbec, targets Millennials and is inspired by its roots in the heart of Mendoza. King Malbec playfully dubs itself the "almighty sovereign of the vines" through its unique packaging and feel. The new brand rolled out nationwide through May 2016. King Malbec's packaging features royal caricatures that honor Mendoza, known as the "kingdom" of Malbec. Its message, "The Magnificent One," encourages one to be a leader and influencer like the King. The wine is 100 percent Malbec and retails for \$12.



## Alcance Launches Variety-focused Chilean Wines for International Distribution

**Alcance Winery** announced the 2014 vintage release of their variety-focused wines worldwide. Although Carmenère is most commonly associated with Chilean wines, Alcance is also showcasing their Merlot and Cabernet Sauvignon grown from the cooler regions of the Maule Valley. Alcance is built around two estate vineyards planted with dozens of soil types used to extract the most potential from each vine. The **El Maitén Estate Vineyards** sits on the cool bench of the Licray River in the foothills of the Andes Mountains. As a result, El Maitén's wines are rich, concentrated, and balanced. The Alcance Spring 2016 Wine Releases include: 2014 Alcance Merlot (\$22), 2014 Alcance Cabernet Sauvignon (\$24) and a 2014 Alcance Carmenère (\$22).

## Castillo de Molina Presents New Provence-style Rosé

**Castillo de Molina, Viña San Pedro's** first reserva wine, presents its latest innovation: a fresh, delicate Provence-style Rosé. The wine is to be launched with an appealing label showing the majestic harvest-time landscapes of the Rosé's incredible grapes. The design embodies the elegance of the colored sky, as well as the mountains that surround the distinct Castillo and Viña San Pedro's vineyards. The variety is crafted with 60 percent Cabernet Sauvignon and 40 percent Syrah grapes from the Rapel Valley, and has a delicate, bright, crisp, pale-pink color.

## Italian Rosés

### Super Tuscan Producer Aia Vecchia Introduces First Rosé Wine

**Elia Pellegrini**, owner of **Aia Vecchia**, a small family-owned winery located in the Tuscan countryside between Bolgheri and Castagneto Carducci, introduced **Solidio Rosato IGT Toscana** (\$14), the first Rosé to be added to the winery's portfolio. **Solidio Rosato** is 90 percent Sangiovese and 10 percent Merlot, sourced from vineyards in Magliano in Toscana and Orbetello. "As a fourth-generation, family run winery, we know the importance of maintaining a relevant and fresh face in the market," said owner Elia Pellegrini. "The popularity of Rosé has increased exponentially and **Solidio** gives us an opportunity to be a part of this growing wine trend." The wine is imported exclusively by **Dalla Terra Winery Direct**.



### Frescobaldi Toscana Launches Tenuta Dell' Ammiraglia 'Alie' Rosé In U.S.

**Frescobaldi Toscana**, one of Italy's most prestigious wine producers with a 700-year-old history in winemaking, launched their first ever Rosé into the U.S. market: **Tenuta dell' Ammiraglia Alie Rosé** (SRP: \$18.00). **Alie** is inspired by (H)alie, a sea nymph who is also a symbol of sensuality and beauty. "At Tenuta Ammiraglia, we seek to produce more modern Tuscan wines that fit the Mediterranean lifestyle," states **Niccolo d'Afflito**, head of winemaking at Frescobaldi Toscana. "The **Alie Rosé** will help demonstrate the versatility of this coastal property, and also help establish Tuscany as a viable source for quality Rosé." **Alie Rosé** is a blend of Syrah (98 percent) and Vermentino (2 percent), varieties that express their finest qualities when grown by the sea. The wine is immediately pressed off the skins and blended, with no maceration. It sees four months in stainless steel, followed by one month in bottle. **Alie Rosé** will be distributed nationally, represented in the U.S. by **Folio Fine Wine Partners**, based in Napa, CA. Total production will be 1,750 cases and 300 imported.

