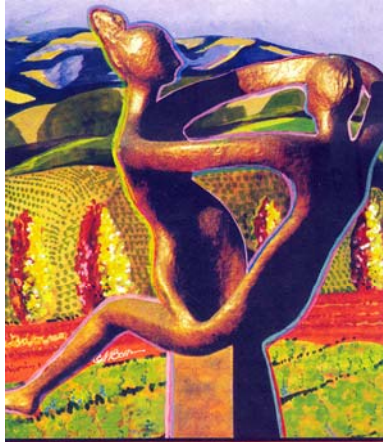


# HELLER ESTATE

100% Organically Grown "Magical Wines That Dance On Your Palate!"

## 2006 Merlot Rosè



HELLER ESTATE  
2006  
MERLOT ROSÉ  
Estate Bottled  
Carmel Valley, California

### Aroma:

Highly concentrated, ripe strawberry, raspberry nose with hints of green tea.

### Palate:

Beautiful palate of strawberry -- the center white part -- and crisp cranberry. Light touches of cherry and nicely balanced acidity throughout. Clean and delicate finish.

### Comments:

2006 was a difficult and unpredictable growing season but it yielded some incredible grapes-- despite its problems. A prolonged winter and cold spring set bud-break and all other yearly markers for our growing season off by approximately four weeks. By July when we usually start to see veraison in our chardonnay and pinot we were still green and tart. A highly unusually heat spike for two consecutive days and multiple days of over 110 F caused some alarm but in the end, overall, we were very pleased with our outcome.

### Technical Data:

Varietal Composition:	100% Merlot	pH:	3.23
Harvest Date:	4 Oct 2006	Acid:	0.55 g / 100 ml
Brix at Harvest:	21.8	Free & Total SO <sub>2</sub> :	18 / 50 ppm
Alcohol:	12.5%	Bottling Date:	15 Feb 2007
Residual Sugar:	944 mg / 100 ml (1.0%)	Cases Bottled:	414



Overlooking the Cachagua region of Carmel Valley, ("Cachagua" is believed to be an Indian derivative of the French "cacher" and the Spanish "agua" meaning 'hidden waters'), and framed by the dramatic surrounding hills, lie the beautiful mountain vineyards of the Heller Estate.

The 120 acres of Cabernet Sauvignon, Merlot, Cabernet Franc, Chardonnay, Chenin Blanc and Pinot Noir are planted at an altitude of 1200 - 1500 feet, producing rich, luscious grapes, which result in outstanding premium wines.

The vineyards are **certified 100% organic**. Neither herbicides nor pesticides are used in the production of the grapes. This certification was granted after three vintages of clean farming, although the vineyards have always employed organic methods throughout the years.

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**VINTAGE** 2006  
**VARIETY** MERLOT ROSÉ  
**COMPOSITION** 100% MERLOT

**HARVEST DATE** 4 OCTOBER 2006  
**BRIX AT HARVEST** 21.8

**FERMENTATION METHOD** COLD FERMENTED (45-50° F) IN STAINLESS STEEL  
52 HOURS ON SKINS

**FERMENTATION LENGTH** 11 DAYS

**PRESSING METHOD** NOT PRESSED! DERIVED FROM CRUSHED FRUIT ONLY!  
**OAK PROFILE** NEVER IN OAK

**BOTTLE PREPARATION** BENTONITE FINED, COLD STABILIZED, STERILE FILTERED

**BOTTLING DATE** 15 FEBRUARY 2007

**CASES BOTTLED** 414

**ALCOHOL** 12.5%

**RESIDUAL SUGAR** 944 mg/100ml (1.0%)

**pH** 3.23

**TOTAL ACID** 0.55 g/100ml

**FREE AND TOTAL SO<sub>2</sub>** 18/50 ppm

**VEGAN**

**GROWING SEASON 2006** was a difficult and unpredictable growing season but it yielded some incredible grapes -- despite its problems. A prolonged winter and cold spring set bed-break and all other yearly markers for our growing season off by approximately four weeks. By July when we usually start to see veraison in our chardonnay and pinot we were still

green and tart. A highly unusual heat spike for two consecutive days and multiple days of > 110° F caused some alarm but in the end, overall, we were very pleased with our outcome.

**COLOR** Beautiful, brilliant cranberry-salmon hue.

**AROMA** Highly concentrated, ripe strawberry, raspberry nose with hints of green tea.

**PALATE** Beautiful palate of strawberry -- the center white part -- and crisp cranberry. Light touches of cherry and nicely balanced acidity throughout. Clean and delicate finish.