

# HELLER ESTATE

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

## 2010 Merlot Rosè



HELLER ESTATE  
ORGANIC VINEYARDS  
MERLOT ROSÉ  
2010  
CARMEL VALLEY, CALIFORNIA

*Aroma:*

Ripe watermelon, strawberry/raspberry nose with nice expression of minerality.

*Palate:*

Juicy flavors of strawberry and cranberry with light citrus notes. Also look for fuzzy peach/apricot flavors. Nice crisp acidity throughout with a clean finish. Check it out with grilled fish or chicken and even potato salad.

*Comments:*

The 2010 growing season was the coldest since 1998 in Carmel Valley. Cool weather in May led to a protracted bloom and set. Although our season was late, we had above-average crop loads until a very unusual 108-plus degree heat wave came in August, just after veraison. Many grapes were harvested roughly 1-1.5 degrees Brix below average due to a

cool September and October. Grape acidity was nicely preserved, and extended hang time has resulted in great wines.

Varietal Composition: 100% Merlot	pH: 3.45
Harvest Date: November 2, 2010	Acid: 0.75 g / 100 ml
Brix at Harvest: 22.5	Free & Total SO <sub>2</sub> : 24 / 65 ppm
Alcohol: 12.0%	Bottling Date: June 24, 2011
Residual Sugar: 899 mg / 100 ml (0.90%)	



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**  
**VARIETY**  
**COMPOSITION**

**2010**  
**MERLOT ROSÉ**  
**100% MERLOT**

**HARVEST DATE**  
**BRIX AT HARVEST**

**02 NOVEMBER 2010**  
**22.5**

**FERMENTATION**  
**METHOD**  
**FERMENTATION**  
**LENGTH**  
**PRESSING METHOD**  
**OAK PROFILE**

**COLD FERMENTED (45-50°) IN STAINLESS STEEL**  
**21 DAYS**  
**NOT PRESSED! DERIVED FROM CRUSHED FRUIT ONLY.**  
**NEVER IN OAK**

**BOTTLE PREPARATION**  
**BOTTLING DATE**

**BENTONITE FINED, COLD STABILIZED, STERILE FILTERED**  
**24 JUNE 2011**

**ALCOHOL**  
**RESIDUAL SUGAR**  
**pH**  
**TOTAL ACID**  
**FREE AND TOTAL SO<sub>2</sub>**

**12.0%**  
**899 mg/100ml (0.90%)**  
**3.45**  
**0.75 g/100ml**  
**24/65 ppm**

**V E G A N**

**GROWING SEASON** The 2010 growing season was the coldest since 1998 in Carmel Valley. Cool weather in May led to a protracted bloom and set. Although our season was late, we had above-average crop loads until a very unusual 108-plus degree heat wave came in August, just after veraison. Many grapes were harvested roughly 1-1.5 degrees Brix below average due to a cool September and October. Grape acidity was nicely preserved, and extended hang time has resulted in great wines

**COLOR** Brilliant, light cranberry pink.

**AROMA** Ripe watermelon, strawberry/raspberry nose with nice expression of minerality.

**PALATE** Juicy flavors of strawberry and cranberry with light citrus notes. Also look for fuzzy peach/apricot flavors. Nice crisp acidity throughout with a clean finish. Check it out with grilled fish or chicken and even potato salad.