



# ROSÉ

## BACKGROUND

### NOT YOUR ABUELA'S WINE

Inspiration for the brand is drawn from "La Lotería," a traditional game played throughout Mexico since colonial times. Similar in concept to BINGO, it is played using 54 varied characters and symbols of Mexican culture (skull, devil, musician, etc.). Since the original creation of the game, many interpretations of La Lotería characters have been created, allowing great flexibility in terms of characters and look/feel. 55 CARTAS is a modern reinvention of the cherished La Lotería game played with 54 cartas. Our brand is the new 55th card, an invitation to Millennial consumers to celebrate their Mexican heritage in a bold way.

### TASTING NOTES:

Pretty pink hue; nectarine, cherry and cantaloupe melon aromatics with strawberry and pear flavors. Full mouthfeel with a zesty and crisp finish.

AVA: California

#### VARIETAL COMPOSITION

80% Cabernet Sauvignon  
10% Merlot, 10% Other  
various grapes; non-vintage

#### TECHNICAL DATA:

Alc.: 11.0%  
pH: 4.00  
TA: 6.20 g/L

Enjoy  
Responsibly

www.55cartas.com  
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