

SEX

pure wine pleasure

2024 PINOT NOIR ROSÉ

TASTING NOTES BY WINEMAKER CHARLES SMITH

Beautifully aromatic. Silky & delicious. Whispers of white peach, guave, passionfruit & lilac. Carrying through a fresh, long, satisfying finish.



ABOUT

“I’ve chosen to take on a category that the industry is saying ‘no mas’. Now is my moment (once again) to cut through the noise and deliver one of the best wines in the category with a killer label and a name that can’t be unseen.” - Charles Smith

VINTAGE NOTES

2024 was quite a year for grapes in Washington State. An early and unusually harsh freeze hit vineyards hard at the end of the 2023 growing season. The Walla Walla Valley was particularly affected, with nearly 100% bud damage to our estate vineyards. Other parts of the state looked bleak at first, but vines are resilient—plants want to grow, and Mother Nature nurtured those not completely decimated by the freeze. Surprisingly, quality remained high despite the challenges. While atypical and lower in yield, the 2024 harvest produced wines of remarkable complexity, focus, and intensity – beautifully expressive and fascinating in character.

SCORES

91 Points, James Suckling

“The pale apricot-colored rose has aromas of wild flowers, strawberries, watermelons and sea shells. It’s medium-bodied, cool, delicate and refreshing with a silky texture. 100% pinot noire from Ancient Lakes. Delivious now. Screw cap.”

VINEYARDS

100% Evergreen

Planted in 1998 by Jerry Milbrandt, the vineyard lies along a stretch of steep cliffs above the Columbia River, in the Ancient Lakes. A cooler site due to river influence, the soils are composed of fragmented basalt, gravel, silt, and caliche deposited during ice age floods. As with all of Milbrandt’s vineyards, Evergreen is farmed using sustainable practices. This site produces fruit with sublime mineral character and great acidity, a balance that winemakers adore.

WINEMAKING

Varietal Breakdown: 100% Pinot Noir

Appellation: Columbia Valley

Production: 5.5 tons per acre, native yeast | 100% whole cluster fermentation in 100% stainless steel tanks | 4 months aged on lees in stainless steel tank

Wine Analysis: 5.1 g/L titratable acidity | 3.6 pH | 13% alcohol | no residual sugar

UPC:184745566660