



2016 RUZA ROSÉ

Made with **thoughtfully farmed** Lodi grapes, this small-lot rosé unites craft winemaking with the format of the moment: the Can. Abundant fruit on the nose (raspberry, cherry, and strawberry) meets peppy brightness and a dry finish for a cool, distinctly contemporary, thoroughly American rosé. Oh, and one more thing: it's slightly spritzzy on the palate. Chill, pop, repeat.



US112-16
250ml Cans 6/4pk

\$ 88.00/case \$ 14.99/4pk

THE RUZA STORY

Ruza is brought to you by **Winc**. We believe that wine is one of life's simple pleasures. And we work hard to ensure that the experience of getting a great bottle of wine is as simple as enjoying one. Our team creates and curates over one hundred wines, so you can explore and shop with ease – and spend more time enjoying the wine in your glass.



Brian Smith, vintner & Winc co-founder

The passion project of two longtime friends – vintner and Winc co-founder Brian Smith and sommelier-restaurateur Aaron Forman – Ruza offers a decidedly American take on the world's obsession with rosé and represents a fresh, modern alternative to the Povençal rosés that dominate today's market.



Aaron Forman, sommelier-restaurateur

FREQUENTLY ASKED QUESTIONS

Does the can affect the taste of the wine?

Not at all. We've done extensive testing to insure Ruza in a can tastes just as delicious as in a bottle. We wouldn't have it any other way. Also, the bubbles are bound to last longer in the can than if the wine was poured into a glass.

How much wine is in a single can?

Each can is 250ml, or about 1.5 glasses of wine. 3 cans equal a bottle of wine!

What do you mean by "thoughtfully farmed"?

The grapevines that grow to produce Ruza are cropped and farmed specifically for rosé production, and the grapes are picked early in the season to produce a rosé of optimal color, flavor, and acidity.

What is "direct press" and why does it matter?

The direct press method is what we believe is the best method for producing rosé. With this method, the grapes go straight to the press after being picked, which minimizes the amount of time the skins are in contact with the juice. Not only does this create a beautiful, pale pink color, but helps minimize tannin. This is also how rosé is made in the motherland of pink wine...Provence.