



**DELICATO FAMILY VINEYARDS ADDS ROSÉ TO NOBLE VINES COLLECTION OF WINES**  
*2015 Noble Vines Select 515 Rosé poised to take advantage of fast-growing Rosé category*

**Napa, Calif. (March 8, 2017)** — Delicato Family Vineyards has added a new Rosé to its [Noble Vines Collection](#). The 2016 Noble Vines Vine Select 515 Rosé releases nationally this month.

“Rosé continues to gain momentum, and the Noble Vines Consumer is aligned perfectly with the category,” said Chris Indelicato, President and CEO of Delicato Family Vineyards. “The primary Noble Vines Consumer is comprised of Affluent Urban and Suburban Millennials both male and female which is the growth sweet spot for the Rosé varietal.”

Rosé now comprises about 1.5% of the Table Wine category and is the fastest growing major varietal at 49%, (over +60% at price tiers above \$11\*) with 42% of Millennial Males ‘considering Pink/Rosé Wine trendy.’ While France leads the category (62% dollar share), the U.S. now comprises 30%\*\*.

Noble Vines Vine Select 515 Rosé is named to celebrate the ‘enchanted moment’ around 5:15 pm; when Noble Vines winegrower Charlie Hossom and his team customarily pause to enjoy a taste of the bright, lively Rosé. Made in a traditional dry style with relatively low alcohol, Noble Vines 515 Rosé is an ideal wine for an aperitif, pairing with light summer menus or all by itself.

As with all of its offerings, Noble Vines 515 Rose is based on specifically chosen, well-established vine selections (clones.) Crafted with grapes grown in the windy valleys along the California Coast, Noble Vines 515 Rosé is a traditional composition of Grenache layered with Syrah and other aromatic varietals. The fruit is farmed from vineyards specifically suited to Rosé, harvested early and cool-fermented in stainless steel tanks to preserve freshness, and its lively, complex flavors.

The striking Noble Vines Rosé stands out in the growing Rosé set with a clear, flared-bottom bottle to highlight the wine’s light salmon-pink color, and a die-cut label featuring ornate silver foil reflecting the high quality and a celebratory flair.

For a bottle shot, [please click here](#).

Noble Vines includes a portfolio of wines named for the most prized vine selections originating in Bordeaux, Burgundy, and Napa. Vine selections are matched to family-owned estates in Monterey and Lodi, California and are sustainably farmed. The portfolio includes the 337 Cabernet Sauvignon, 667 Pinot Noir, 181 Merlot, 446 Chardonnay, 242 Sauvignon Blanc, and TheOne Black red blend. The Noble Vines brand is growing 10%.

Noble Vines 515 Vine Select Rosé is distributed nationally at an SRP of \$14.99. Visit [www.noblevines.com](http://www.noblevines.com) or join the Noble Vines social community on [Facebook](#) and follow @noblevineswine on [Instagram](#).

\* Nielsen Total U.S. All Outlets xAOC liquor+ volume sales latest 13 weeks ending 1/28/17.

\*\* Nielsen Harris Survey, Fielded 11/29/16 – 12/14/16, Sample of 10,226 Beverage Alcohol drinkers, age 21+

**About Delicato Family Vineyards**

[Delicato Family Vineyards](http://www.delicato.com) is a family-owned company founded in 1924. Four generations of the Indelicato family have overseen vineyard operations and winemaking at their California properties, maintaining the unparalleled standards for which they are known. The Delicato portfolio includes a unique range of brands such as Bota Box, Gnarly Head, Noble Vines, Black Stallion Estate Winery, Z. Alexander Brown, Diora, Belle Ambiance, Brazin, HandCraft Artisan Collection, Irony, Loft, and Earth Wise. For more information, visit [www.delicato.com](http://www.delicato.com).

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