



DESCRIPTION: One look at this Rosé and the color immediately tells you that it is a wine unlike any other. Made from fully mature Napa Valley Cabernet Sauvignon fruit, the I'M Deep Rosé is the Saignée (*see below for definition*) free run juice from our family's prized vineyards in Atlas Peak and Pope Valley. The vineyards produce an extraordinary deep rosé, rich in color and flavor – the result is a wine with incredible concentration, structure and acidity that is delicious on its own or a natural compliment to a variety of dishes.

VINEYARDS: Atlas Peak and Pope Valley AVAs, in the Napa Valley.

VINTAGE: The 2007 harvest produced a Rosé that is even more delicious than last vintage; you'll have to taste it to believe it. The 2007 growing season began early and was unusually dry, with below average rainfall and cool spring weather continuing through the summer, allowing for a long and gentle growing season. A heat spike in August lead to the first picking in the vineyard lots with the most sun exposure, and it was several weeks later before the next lot was picked. In total there were ten different fruit pickings to ensure that the Cabernet Sauvignon was harvested at its ultimate ripeness.

VINTAGE
2007

VARIETALS
100% Cabernet Sauvignon

APPELLATION
Napa Valley, California

ALCOHOL
12.5%

FERMENTATION
Stainless Steel

SUGGESTED RETAIL
\$14.99

CASES PRODUCED
1450

I'M
ISABEL MONDAVI

“Saignée, French term meaning 'bled' for a winemaking technique which results in a rosé wine made by running off or 'bleeding', a certain amount of free run juice from the just crushed dark skinned grapes after a short pre-fermentation maceration. The aim of this may be primarily to produce a lightly pink wine, or increase the proportion of phenolics and flavour compounds to the juice, thereby affecting a form of concentration to the red wine which results from fermentation of the rest of the juice and the skins.”

-Jancis Robinson

The Oxford Wine Companion