

BOTTLEROCKET SPRITZ

TECHNICAL SHEETS

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BOTTLEROCKET SPRITZ



BOTTLE ROCKET

SPRITZ



BOTANICALS / BLOOD ORANGE / TERPENE-LIKE NATURAL FLAVORS

SPARKLING GRAPE WINE WITH NATURAL FLAVORS

INSPIRATION

Charles Bieler has been crafting award-winning, high-quality wines at a great price for the last 30 years. Charles is a well-known winemaker, innovator, and continues to prove his eye for creative opportunity. He is best known for helping pioneer the Rosé movement in the U.S. back in the 1990's. In addition, he is known for introducing a more sustainable way to package wine through tetra-packs, helping kickstart the wine-on-tap in restaurants trend, and a co-founder to Sombra, a Mezcal brand created long before its time. His latest innovation puts a modern, unique twist on his famous Rosé winemaking technique.

Introducing Bottlerocket Spritz, a delicious and absurdly satisfying blend of Rosé, botanicals, blood orange, and terpene-like natural flavors.

BLEND

Bottlerocket is an elevated, ready to drink cocktail. Crafted with Rosé that is sourced from dedicated, cool climate Rosé vineyards in Columbia Valley, Washington. The vineyards are at 1,100 feet elevation, which may not sound that high, but in Washington only 10% of the total vineyards planted are above that level. The elevation ensures gentle ripening, which allows complex flavor development and natural acidity without much alcohol. The dynamic fruit and natural acidity helps with the long-term integrity of the wine.

A proprietary mix of botanicals and blood orange citrus is added to the mix. The primary botanical is Gentian root, which is the principle bitter in Campari and Aperol. The bitters counterbalance the red fruit and the bitterness is similar to red wine tannins.

The terpene-like natural flavors were harvested from fruits and vegetables. Just as mezcal and high-quality agave spirits give a slight lift to your buzz, Bottlerocket delivers a similar feeling. These terpene-like natural flavors also have a citrusy herbal aromas bringing a complexity and savory note to the blend.

Bottlerocket is carbonated to a near Prosecco level and as we are using real fruit and botanicals and only lightly filter to ensure the most distinct flavor, there will be a hazy hue. The bright citrus is balanced by red fruit from the Rosé, while the botanicals add a touch of bitter herbs.

LABEL

Bottlerocket is inspired by energy and soul, so we wanted the label to communicate the same. We feel the label perfectly captures the euphorically delicious experience of Bottlerocket Spritz.

Sparks fly with Bottlerocket Spritz!

CHILL, POP AND PARTY!

