



#### WINEMAKER

Jonathan, Paul, and Eliza Frey

#### FARMING

Certified Organic

#### VARIETALS

Zinfandel

#### ABV

12.2%

#### AVAILABLE SIZES (L)

0.750



# Frey

## 'Organic Rose'

UNITED STATES, CALIFORNIA, REDWOOD VALLEY



#### WINERY OVERVIEW

Frey is America's first organic and Biodynamic winery – producing award-winning vegan, gluten free wines with no added sulfites since 1980.

The third-generation family-owned and operated winery is located at the pristine headwaters of the Russian River in Redwood Valley, Mendocino County, California. Through minimal manipulation in the cellar, the wines express the authentic character of the Mendocino County soils and climate.

In over 30 years of organic wine making, Frey has never added sulfites or other synthetic additives to their wines. The wines are also made without animal byproducts (common in fining agents) and are gluten free (a wheat-based sealant is commonly used in barrels). Frey practices Biodynamic winemaking following Demeter USA Winemaking Standards. All grape waste is composted, and the resulting compost is used in the vineyards. They also introduced cows, goats and sheep as part of their holistic land management over the past decade. As the cows mow through the vineyard, they add nitrogen-laden manures to the soil.

As part of their sustainability efforts, Frey has installed efficient lighting and motors. A 17-kilowatt solar array is used to power a forklift, lights, bottling equipment, and pumps. A solar water heating system is also in the works. Other everyday significant, carbon-reducing practices are the use of recycled office and label paper, and tree planting and forest protection in surrounding wilderness. All these actions either directly or indirectly keep carbon dioxide out of the air.

Of the many family members involved in the winery, three are winemakers: Jonathan Frey, Paul Frey and Eliza Frey. Jonathan was Frey's first winemaker back in 1979. Johnathan's younger brother Paul joined as an assistant winemaker in the late 1980s and eventually became the head winemaker. Jonathan's daughter, Eliza joined the winemaking team in 2005. With a background in chemistry, she works closely with her Dad and uncle in all aspects of winemaking.

Jonathan's wife, Katrina Frey is the Director of Sales and Marketing. Katrina has worked in several roles at the winery over the years and is also the President of the Board of Demeter USA, the national Biodynamic certification agency. Under Katrina's community-minded guidance, Frey Vineyards has generously donated product and funds to local and national environmental and social justice charities and non-profits. She also gives her time to organic issues such as non-GMO activism and food safety, as well as Mendocino County's local Phoenix Hospice.

Frey's Organic and Biodynamic farming methods encourage care for the soil, groundwater, and wildlife, promoting rich biodiversity in the vineyard. 90% of the land is an unspoiled natural habitat with a diverse mix of native plants and animals. As stewards of the land, the Frey mission is to produce organic and Biodynamic wine of the highest quality while caring for planet and palate alike.

#### VINEYARD

All of the vineyards planted and cared for by the Frey family are under organic management, including our first vineyards planted in the 1960s. Frey Vineyards, along with a handful of other family owned vineyards in Mendocino County, joined CCOF (California Certified Organic Farmers) in 1980. From these vineyards Frey winery created the first wines in the US to be made from certified organic grapes.

#### VINIFICATION

Our dry rosé is quickly pressed off the skins of perfectly ripe red grapes and fermented with traditional yeasts.

