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## PRESS RELEASE

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FOR IMMEDIATE RELEASE

### **Billsboro Winery Release Two New Dry Rosés**

GENEVA, NY – The Rosé revolution is in full swing in the Finger Lakes! After wallowing in obscurity and confusion for many years, Dry Rosés are now an inextricable part of the Finger Lakes brand. Beloved for their cheery shades of pink and food-friendly disposition, Dry Rosé is among the fastest growing category of wines world-wide.

On April 1<sup>st</sup>, Billsboro Winery released two new Rosés in conjunction with Discover Dry Rosé month. This year Billsboro produced two styles of Dry Rosé: our classic, Rosé of Pinot Noir, and for the first time a new Rosé of Merlot. The grapes for both were grown at the venerable Sawmill Creek Vineyards.

The Rosé of Merlot has vibrant acidity balanced with bright strawberry and nectarine. Crafted from 88% Merlot and 12% Syrah, these grapes were destemmed and soaked for just 3 hours on the skins.

The Rosé of Pinot Noir is crafted from 100% handpicked Pinot Noir. These grapes were destemmed and gently crushed, then cold-soaked for just 6 hours before pressing. This salmon colored wine is dry, crisp and refreshing. This versatile food-friendly wine delivers bright acidity and delicate aromas of strawberry and raspberry.

Winemaker Vinny Aliperti began his career at the largest Rosé producer in New York, Wolffer Estate, located on east end of Long Island. “From 1997- 1999, I was immersed in the art and appreciation of Rosé production and its incredible versatility in the cellar and at the table. After almost twenty years, I am still inspired by the many faces of Rosé and strive to capture the excitement and anticipation in every vintage,” states Aliperti.

The 2015 Rosé of Pinot Noir and 2015 Rosé of Merlot are available for purchase through [www.billsborowinery.com](http://www.billsborowinery.com) and the Tasting Room in limited quantities.

In 2007, Vinny and Kim Aliperti embarked on a quest to create dynamic wines from grapes sourced from the southeastern slopes of Seneca Lake. Focusing on dry vinifera varieties, Billsboro strives to produce balanced and distinctive wines that reflect the character of the Finger Lakes and the personality of the vintage.

Billsboro Winery is conveniently located along the Seneca Lake Wine Trail, just 5 miles south of Geneva, NY at 4760 West Lake Road. Open Wednesday – Sunday, 11-5pm.

2 Attachments: PDF: 2015 Billsboro Winery Technical Notes for Rose of Pinot Noir and Rose of Merlot

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