



LIVE FOR THE DAY

Day sippers, day trippers — this one's for you. Seize this crisp, fruit forward California rosé by the bottle and embark on the bright day ahead.

Day Owl ROSÉ

Crisp, citrusy, and effortlessly cool, this versatile rosé pairs perfectly with whatever the day throws at it.



The main varietal in Day Owl Rosé is **BARBERA** which makes great rosé thanks to its acidity, structure, light color, and low tannins. Day Owl Rosé is 80% Barbera, 15% Grenache, and 5% Syrah. These additional varietals add a light berry and fruit aromatic while adding weight to the mid-palate.



As a rosé-only sku, Day Owl has shown unprecedented growth over the last two years since its launch in 2017, more than **TRIPLING DOLLAR AND VOLUME GROWTH** year over year thanks to its quickly-growing consumer fan base and unique name.



Day Owl Rosé is made by a team of winemakers led by the passionate **ALYSSA GREGORY**. A Santa Barbara native, Alyssa studied Viticulture and Enology at Fresno State before becoming a winemaker. She's helped create countless wines across multiple varietals but found her niche in rosé. She's a woman on a mission who strives to make wines that pair well with both good food and good company.



The growing regions of **MADERA AND THE CENTRAL COAST OF CALIFORNIA** receive ample sunshine and long, warm, dry growing seasons. This climate allows for Rhône and Italian varietals to excel including the Day Owl golden trio of Barbera, Grenache, and Syrah.



Between the **ICONIC SCREEN-PRINTED PACKAGING** and coveted light salmon hue, Day Owl Rosé leaves an impact both on the shelf and with consumers.

WINEMAKING

Pressed with minimal skin contact, Day Owl is a light and bright Barbera rosé, featuring juicy fruit flavor thanks to cool fermentation in stainless steel tanks. Fruit is sourced from select vineyards in Madera County, and the Central Coast.

TASTING NOTES

This crisp Barbera rosé radiates with tart strawberry, citrus and watermelon. Lively acidity, creamy body, and an elegant, long finish make for a bold bottle as alluring as the day is long. Pair with barbecued chicken, watermelon and mint salad, fresh fish tacos, or whatever the day throws at you.

DAY OWL FLOW MARKETING SUPPORT



CASE CARD



SHELF TALKER NECKER



TABLE TENT CARD



CASE TALKER



COCKTAIL BOOK