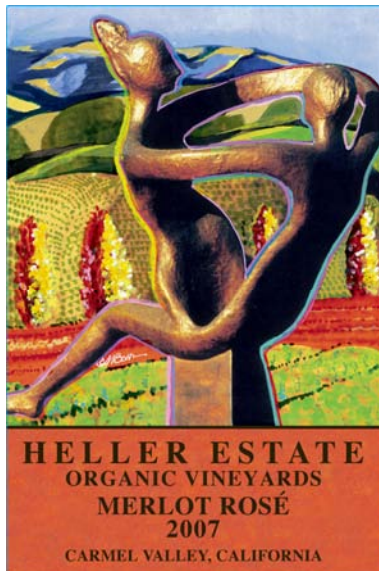


HELLER ESTATE

100% Organically Grown "Magical Wines That Dance On Your Palate!"

2007 Merlot Rosè



Aroma:

Highly concentrated, ripe strawberry, raspberry nose with hints of green tea.

Palate:

Beautiful palate of strawberry -- the center white part -- and crisp cranberry. Light touches of cherry and nicely balanced acidity throughout. Clean and delicate finish.

Comments:

The 2007 growing season was marked by very little rainfall during our traditional "wet" season. Limited water provides additional stress to the grapevine which limits the amount of fruit but intensifies concentration and flavors. Our harvest traditionally lasts three months but due to the constraints of the growing season we harvested all of our fruit in one month.

Technical Data:

Varietal Composition:	100% Merlot	pH:	3.20
Harvest Date:	24 Oct 2007	Acid:	0.61 g / 100 ml
Brix at Harvest:	22.6	Free & Total SO ₂ :	15 / 55 ppm
Alcohol:	13.0%	Bottling Date:	5 Feb 2008
Residual Sugar:	1025 mg / 100 ml (1.0%)	Cases Bottled:	332



Overlooking the Cachagua region of Carmel Valley, ("Cachagua" is believed to be an Indian derivative of the French "cacher" and the Spanish "agua" meaning 'hidden waters'), and framed by the dramatic surrounding hills, lie the beautiful mountain vineyards of the Heller Estate.

The 120 acres of Cabernet Sauvignon, Merlot, Cabernet Franc, Chardonnay, Chenin Blanc and Pinot Noir are planted at an altitude of 1200 - 1500 feet, producing rich, luscious grapes, which result in outstanding premium wines.

The vineyards are **certified 100% organic**. Neither herbicides nor pesticides are used in the production of the grapes. This certification was granted after three vintages of clean farming, although the vineyards have always employed organic methods throughout the years.

TOLL FREE: 800.625.8466 · LOCAL: 831.659.6220 · FAX: 831.659.6226 · EMAIL: INFO@HELLERESTATE.COM
ADDRESS: PO Box 999, 69 W. CARMEL VALLEY RD, CARMEL VALLEY, CA 93924

VINTAGE 2007
VARIETY MERLOT ROSÉ
COMPOSITION 100% MERLOT

HARVEST DATE 24 OCTOBER 2007
BRIX AT HARVEST 22.6

FERMENTATION METHOD COLD FERMENTED (45-50° F) IN STAINLESS STEEL
72 HOURS ON SKINS

FERMENTATION LENGTH 16 DAYS

PRESSING METHOD NOT PRESSED! DERIVED FROM CRUSHED FRUIT ONLY!

OAK PROFILE NEVER IN OAK

BOTTLE PREPARATION BENTONITE FINED, COLD STABILIZED, STERILE FILTERED

BOTTLING DATE 5 FEBRUARY 2008

CASES BOTTLED 332

ALCOHOL 13.0%
RESIDUAL SUGAR 1025 mg/100ml (1.0%)
pH 3.20
TOTAL ACID 0.61 g/100ml
FREE AND TOTAL SO₂ 15/55 ppm

VEGAN

GROWING SEASON The 2007 growing season was marked by very little rainfall during our traditional "wet" season. Limited water provides additional stress to the grapevine which limits the amount of fruit but intensifies concentration and flavors. Our harvest traditionally lasts three months but due to the constraints of the growing season we harvested all of our fruit in one month.

COLOR Beautiful, brilliant cranberry-salmon hue.

AROMA Highly concentrated, ripe strawberry, raspberry nose with hints of green tea.

PALATE Beautiful palate of strawberry -- the center white part -- and crisp cranberry. Light touches of cherry and nicely balanced acidity throughout. Clean and delicate finish.