



2017 DRY ROSÉ OF CABERNET FRANC

FINGER LAKES

BEST ENJOYED WHILE LISTENING TO
SUPERMAN'S DEAD

THE 2015 KELBY JAMES RUSSELL IS A REFRESHING AND DISTINCTLY CRISP ROSÉ. THE PRIMARY AIM IS TO OVERLAY BRIGHT FRUIT AND INTENSE COLOR WITH A DISTINCT MINERALITY THAT MAKES IT MORE THAN JUST A SUMMER-SIPPER.

10% WHOLE CLUSTER PLACED IN BOTTOM OF STAINLESS STEEL TANK, TOPPED WITH THE REMAINING FRUIT WHICH WAS DESTEMMED AND LIGHTLY CRUSHED WITH MODERATELY HIGH SO₂ TO PROTECT AGAINST OXIDATION DURING THE MACERATION PROCESS. THREE DAYS COLD SOAKING IN TANK AT 35°F WITH ACTIVE CIRCULATION OF JUICE OVER THE SKINS, AT WHICH POINT THE FRUIT WAS DRAINED AND PRESSED TO ONE TANK. JUICE WAS THEN COLD SETTLED FOR 72 HOURS, TREATED WITH BENTONITE FOR STABILITY AND TO AID SETTLING, AND RACKED.

INOCULATED WITH AN EQUAL MIX OF RHONE 4600, GRE, AND VIN 13 YEASTS BEFORE A FAST AND COOL FERMENTATION - 50°F TO 52°F - TO HEIGHTEN AROMATICS. FERMENTED TO COMPLETE DRYNESS IN TWO WEEKS AND SULPHURED AFTER ARRESTING FERMENTATION BY CHILLING.

COLD STABILIZED IMMEDIATELY POST-FERMENTATION ON THE FERMENTATION LEES, THEN FILTERED AND BOTTLED IN LATE WINTER.

RED NEWT CELLARS

winemaker signature series

KELBY JAMES RUSSELL WINES FIRST BEGAN AS A CASUAL BRAINSTORM AT RED NEWT CELLARS, WHERE OWNER-WINEMAKER DAVID WHITING SUGGESTED THAT A SEPARATE WINE PROJECT MIGHT BE AN IMPORTANT CREATIVE OUTLET FOR WINEMAKER KELBY RUSSELL. WITH A DIVERSE SELECTION OF VINEYARDS AND WINE STYLES, THE LABEL PROMISES TO BRING SOMETHING NEW TO THE WINE WORLD; 'OFF-BEAT' WINES BOTH IN REFERENCE TO THEIR MUSICAL INSPIRATION AS WELL AS THEIR INDIVIDUAL SPIRIT. "STARTING THIS LABEL WILL ALLOW ME TO FOCUS ON A LIMITED NUMBER OF WINES THAT I AM MOST PASSIONATE ABOUT, INSPIRED BY THE MUSIC I AM PASSIONATE ABOUT," SAID KELBY. "I TRUST WHAT PEOPLE TASTE IN THE WINE, SO I INSTEAD WANT TO GIVE THEM A GLIMPSE OF THE ARTISTIC SPIRIT INSIDE THE BOTTLE."

Kelby James Russell
WINEMAKER

VINEYARD:
NUTT ROAD VINEYARD
DRESDEN BENCH OF SENECA LAKE

HARVEST:
OCTOBER 23RD & 26TH, 2017
BRIX: 23.0

VINIFICATION:
YEAST: RHONE 4600, GRE, VIN 13
FERMENTATION TEMP: 50-52°F
FERMENTATION LENGTH: 2 WEEKS
AGING: STAINLESS STEEL 5 MONTHS

BOTTLING :
MAY 10TH, 2018
RESIDUAL SUGAR: 0.1%
TA: 6.3 G/L
PH: 3.25
ALCOHOL: 12.2%

810 CASES PRODUCED

UPC# 70605710340

KJRWINES.COM

PRODUCED AND BOTTLED BY
RED NEWT CELLARS, INC.
HECTOR, NY 14841