



MOMMENPOP

SIP IT, SPRITZ IT, SERVE OVER ICE!

Made with simple, organic ingredients and bursting with bright, juicy flavor. Mommenpop is wine, layered with thousands of pounds of California citrus. Created in Napa by winemaker Samantha Sheehan, Mommenpop is exuberantly citrusy and begging to be spritzed! We use the whole citrus (peels and all) to capture the amazing aromas of the rind and the juiciness of the fruit's flesh, which add layers of vibrance, color, and fragrance to Sam's organically-farmed wines.

All Mommenpop flavors are delightfully refreshing and perfectly balanced – all you have to do is add ice, or enjoy it in a simple spritz.

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"IT'S A JOY TO DRINK" MOMMENPOP RUBY GRAPEFRUIT

KEY PRODUCT DETAILS

- Base of organically-grown grapes
- No added sugar or sulfur
- No additives, flavorings or dyes
- 17% ABV
- 40 g/L of residual sugar
- 750 mL format
- \$38 SRP

ORGANIC INGREDIENTS

- Barbera rosé grapes
- Grape spirit (distilled from Chardonnay)
- Ruby & Rio red grapefruits (9,900 lbs!)
- Orris root
- Green cardamom
- Fair-trade vanilla bean extract

SOURCING

We source local, organic, unwaxed and unstickered California citrus for all of our products. This year, we sourced grapefruits from B&J Ranch and Bernard Ranch. We ask the family-owned farms that we work with to hang our citrus for a few extra weeks to allow for optimal ripeness.

PROCESS

Mommenpop Ruby Grapefruit begins with Barbera rosé grapes grown in Mendocino, California. The grapes have long hang times and are high in acidity, which gives them a citrus-like character - the perfect foundation for our citrus aperitifs. We press the grapes first thing in the morning, and ferment in stainless steel with native yeast.

Before alcoholic fermentation is complete, we add neutral grape spirit (distilled from organic Chardonnay grapes) to stop fermentation early. This leaves a small amount of natural grape sugar in the wine base, so that we don't need to add any processed sugar. We hand-chop and quarter the citrus, using the whole fruit to maximize flavor and reduce waste. We then add the citrus and botanicals to our base, allowing them to extract for 6-8 weeks.

TASTING NOTES

NOSE: Fresh grapefruit peel, rose petals, wild strawberries

PALATE: Grapefruit flesh, cherry blossom, raspberry

USE

Enjoy over ice or in a simple spritz with sparkling wine, tonic water, or your favorite citrus seltzer.

