

	Retail	Savings
<b>\$14.00</b>	<b>\$28.00</b>	<b>50%</b>

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## 2018 Paper Planes product-timed-pdf - Rosé of Pinot Noir, Russian River Valley - Lively, Refreshing RRV Rosé, 50% Off!!

### Why We're Drinking It

We are rollin' with the 50% off deals this week! Today, for you, our dear Invino customers, more lip smacking, uber refreshing, citrus-raspberry-tastic Rosé! Poolside perfection. Lazy beach day essential. Patio pounder. Whatever you want to call it, wherever you want to enjoy it, it's meant to sip with that extra nice chill to cool you off when it's creeping over 80?.

Paper Planes is led by a charming husband and wife duo who met in film school in Boston, moved to LA for a few years to work in the entertainment biz, but spent their free time exploring the world of wine and home brewing. They kicked off a crowdfunding campaign to launch their own wine in 2014, and have been hooked in this crazy industry ever since. Rosé was their first project and they have since ventured into Grenache, Pinot Noir and canned Rosé with a hint of effervescence.

Russian River Valley, known for its distinct diurnal shifts in achieving balance and freshness, especially in Pinot Noir destined for Rosé, piqued the duo's interest as their vineyard source, and well, they've been in love with the region ever since! Upon harvest, the wine is gently pressed to render a lightly colored wine exuding the epitome of freshness. In the glass, it's bursting with refreshingly crisp notes of Meyer lemon, raspberry, nectarine and wet stones with a hint of rose petal.

Lively, lovely, and for \$14, you'd be crazy not to snag some for summer. \$84 a 6-pack with shipping included. Easy peasy!

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### Tasting Notes

Bursting with refreshingly crisp notes of Meyer lemon, raspberry, nectarine and wet stones with a hint of rose petal.

**VARIETAL**  
Pinot Noir  
**APPELLATION**  
Russian River Valley  
**ALCOHOL**  
12.50  
**SIZE**  
750ml  
**BLEND**  
Pinot Noir

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### The Story to Know

Laura and Kyle Gabriel met in film school in Boston and immediately bonded over their love of sharing great food and wine with friends. Six years later, after working in the film and music industry in Los Angeles by day and exploring home brewing and new wine regions by night, they crowdfunded to launch Paper Planes and produced just 186 cases in 2014. After their first harvest, they were hooked. In 2015, they quit their jobs, moved to Napa, and dove into the wine business.

Calling on Laura's roots growing up in Napa Valley, they re-connected with growers, winemakers and sommeliers to help nurture their new brand. Today, with the support of some amazing mentors, Laura focuses on the sales and marketing side of the business while Kyle is learning how to transfer his home-brewing skills into winemaking and viticulture.

Always excited to try new things, in 2018 they released "Flight School," an extension of Paper Planes, lightly carbonated

and canned, along with Hidden Track Grenache (a super chill-able red) and Hidden Track Pinot Noir.

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