

LANCERS

Free Rosé

HISTORY

Launched in 1944, the brand Lancers has been, since then, a case-study for success in the José Maria da Fonseca portfolio. The visit of Henry Behar, an American, to José Maria da Fonseca, prior to the Second World War end, and his idea of launching a rose wine in the United States, became in fact, the absolute turning point of the company's business. Lancers distribution throughout north-american market allowed that, in mid sixties, half a million cases was sold. Lancers sales soared remarkably, reaching 1 million cases in the late 70s. Lancers image represented, since the beginning, an appealing product, easy to drink, with a readable name (the wine was christened "Lancers" in homage to one of Mr. Behar's favourite paintings: "Las Lanzas" by Velázquez), versatile with every type of food, accessible to young generations of north-american consumers, fulfilling all the necessary requirements to a spread diversity of drinking moments. Aware of the consumers' new concerns and trends, and with the purpose of creating more consumption situations, José Maria da Fonseca, following the launching of Lancers Rose Free, decides to launch a new Lancers White Free. It is an alcohol-free wine (due to de-alcoholization physical process), addressed to wine lovers who, due to the most various reasons, and in particular situations, prefer to drink a non-alcoholic wine.

José Maria da Fonseca Fonseca is the oldest and one of the most prestigious wineries in Portugal, producing wines, Port and Setúbal Moscatel. With over 650 hectares of land under vine in our main wine regions: Península de Setúbal, Alentejo and Douro, José Maria Fonseca also boasts Portugal's largest winery, with capacity to produce 6.5 million litres of wine in a totally computerised operation.

WINEMAKERS TEAM

Under the guidance of Domingos Soares Franco - the first Portuguese winemaker to graduate from the recognized University of Davis in California - a team of hand-picked winemakers are responsible for undertaking a wide range of research, studies, experiments and innovation that make José Maria da Fonseca a pioneer in much of what is done in terms of winemaking in Portugal and in the world. This is a job that starts in the vineyard, covers the entire production process and ends in the bottled wine made available to the consumer.



Portugal

Lancers free is the first Portuguese alcohol-free wine.

VINTAGE INFORMATION

Classification: Alcohol-free rosé wine

Region: Portugal

Grape varieties: Aragonês, Syrah, Touriga Nacional, Castelão and Trincadeira

Tasting notes:

Colour: Pink with reddish hints

Aroma: Red berries, roses and tropical fruit

Palate: Light, soft, fruity and refreshing

Finish: Medium

Vinification: Red grapes are fermented as white grapes for rosé at 15°C.

After fermentation takes place, the wine is dealcoholized by physical process (spinning cone).

Analyses:

Alcohol – 0.5 %

Total Acidity – 4.2 gr/l as tartaric acid

pH – 3,34

Residual Sugar – 40 gr/l

Serving suggestions: Serve on its own or with any kind of food. Lancers goes very well with salads, chicken dishes, Italian and Mexican food. It should be served well chilled at a temperature of 5°C.

Shelf life: Should be consumed while very young.

JOSÉ MARIA  DA FONSECA