

# LANCERS

## ROSÉ

### HISTORY

Lancers was launched in 1944, after Henry Behar visited Europe with the objective of finding a rosé wine that could be particularly appealing to the American palate. His search ended in Portugal, more precisely in the Palmela region, in the famous cellars of José Maria da Fonseca. There, he found the moderately sweet, sparkling rosé wine he had been looking for.

The wine was christened "Lancers" in homage to one of Mr. Behar's favourite paintings: "Las Lanzas" by Velázquez. Produced from the best Portuguese grape varieties, the first shipment of Lancers arrived in the US in late 1944. The distributor was Vintages Wines. In 1964 Henry Behar and his partners sold Vintage Wines to Hublein Inc., which became the exclusive distributor of Lancers in the US and started its expansion into new markets all over the world. Lancers sales soared remarkably in the United States, reaching 1 million cases in the late 70s. Presently Lancers continues to be a case-study for success, having a world-wide presence and being one of the Portuguese wines most sold around the world.

José Maria da 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 Rosé is a semi-sweet wine, produced from a blend of fine Portuguese red grape varieties. Lancers Rosé is a highly versatile wine to be enjoyed on its own or with salads, pasta, Mexican, Indian and Chinese food.

### VINTAGE INFORMATION

**Classification:** Rosé wine

**Region:** Portugal

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

#### Tasting notes:

Colour: Pink

Aroma: Red berries and tropical fruit

Palate: Fruity, with a sweet finish

Finish: Medium

#### Analyses:

Total Acidity - 5.2 gr/l as tartaric acid

pH - 3.3

Residual sugar - 15 gr/l

**Serving suggestions:** Serve on its own or with any kind of food. Lancers goes very well with light meals, Italian dishes, Oriental and even spicy food like Mexican. It should be served well chilled at a temperature of 10°C.

**Shelf life:** Should be consumed while young

JOSÉ MARIA  DA FONSECA