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-JASON BECKER,
MEIOMI WINEMAKER

Completely Coastal

By Christina Staalstrom

MEIOMI WINES STAY TRUE TO ITS COOL
NORTHERN CALIFORNIA ROOTS

The 2004 film, *Sideways*, set in Santa Ynez Valley's rolling hills, made California Pinot Noir a national obsession and as the national appetite for Pinot Noir grew, Meiomì (pronounced may-OH-mee) became and still is, the wildly popular label in a category that is here to stay.

Winemaker Jason Becker stays true to Meiomì's coastal California roots with blends of cool-climate grapes that give way to flavor-forward wines with bold character. While Meiomì Pinot Noir is the flagship varietal, its Cabernet Sauvignon, Rosé, and Chardonnay are equally rich and expressive, offering something for every type of wine drinker.

Meiomì Wines truly symbolize the character of some of the most sought-after California vineyards. Using grapes from cool-climate vineyards and blending them into the best expression of each vineyard creates a harmoniously balanced and rich style. The flavor forward Pinot Noir, bold and expressive Cabernet Sauvignon, vibrant rosé, and smooth and opulent Chardonnay are all accessible, reliable, and food-friendly premium wines that can be found on wine menus nationwide.

Becker, a laid back and easy-going California native has, not surprisingly, no steadfast rules for how to suggest, serve or enjoy his wines. He reminds us that ultimately it comes down to personal preference.

Becker tells us "What is great about our wines is that they pair well with most foods. Generally speaking—pair lighter dishes with lighter wines so one doesn't overpower the other; and we tend to go for a fuller bodied wine when enjoying heavier dishes, but it is based on personal preference and there is no wrong way to go." His personal favorites are Chardonnay with a Coastal CA avocado poke and Pinot Noir with a sausage pizza insalata. If a guest asks for a little chill on the red wine during summer? Go for it!

Having a recognizable wine label on your menu is just good business practice and Meiomì, the Official Wine of the PGA TOUR, has become a household name. While featuring the whole portfolio may arguably be a bit much for any establishment, Becker recommends that every bar carry a Pinot Noir and a Rosé. "Pinot Noir is a classic and is easy to drink, especially for those transitioning into the red category. Rosé (the ever-popular, always crowd-pleaser), is no longer a summertime wine and is being consumed year-round now more than ever."

Suggesting Meiomì Wines

Winemaker Jason Becker offers tips to bartenders for introducing Meiomì wines to guests.

PINOT NOIR

The ever-popular Pinot Noir can be referred to as flavor-forward, rich garnet color, and balanced.

"The secret to this is the blend of the fruit from California's best vineyards and during fermentation, both punch-downs and pump-overs were used to ensure balanced extraction of flavor, aromatics, structure, and color. The result is a well-balanced, richly flavored, and deliciously complex wine."

CABERNET SAUVIGNON

The brand's Cabernet Sauvignon is a deep ruby color, with expressive aromas, full flavors, and velvety mouthfeel with a long finish.

"Here, Bordeaux winemaking practices and a little bit of New World ingenuity create a wonderfully balanced wine. The dark, rich, and soft wine is aged with both French and American oak to bring out the ripeness of the fruit and deliver a great baking spice nose."

CHARDONNAY AND ROSÉ

Meiomì's Chardonnay is smooth and opulent, with full flavors highlighted by minerality, juiciness and a rich, plush finish. Its Rosé has vibrant acidity and delicate aromas of strawberry, rose petal and citrus.

"Both varietals benefit from California's consistent and moderate temperature. Harvest is done at a steady pace and the near-perfect temperatures and lack of precipitation allow for the grapes to fully ripen and be harvested at the optimal time in early November."