



THE MONARCH CHALLENGE

ROSÉ

"Who thought that the wind generated from the flap of a butterfly wing could change the world... that this motion from such a delicate creature could create waves that travel oceans and the breeze that fills the mountains with fresh air. We are ever connected... trees, bees, plants and nature all talk to each other and serve a sacred purpose."

The Monarch Challenge is set to enlighten, encourage and connect our communities to farm and live in unison with nature and give back to the delicate circle of life. The name comes from the fact that since Roundup's introduction into the market in 1974, the Monarch butterfly population has declined by 90% and is currently under threat of extinction. The environmental impact goes beyond the Monarch to frogs, bees, other pollinators and on to our human health. Every year, RAEN Winery dedicates a Rose bottling to this challenge in order to bring awareness and drive solutions for farming practices across Sonoma, Napa and beyond. The 2024 release will allow RAEN to donate to the Xerces Society & the Sonoma County Wildlife, two organizations dedicated to protecting our planet, supporting biodiversity in our vineyards and farms.

Learn more at www.themonarchchallenge.org.

2024 Monarch Challenge Rosé

The 2024 Monarch Challenge Rosé is a unique, coastal blend coming from a special vineyard block of beautiful, old vine Grenache, married with our RAEN Pinot Noir lots, all hailing from organically farmed vineyards in line with the Monarch Challenge's goal of a cleaner, healthier, more brilliant planet.

Vineyards: North Coast

Composition: 70% Grenache, 30% Pinot Noir

Farming: Organic, regenerative, and biodynamic practices

Winemaking: Whole bunch pressed on a delicate press cycle

Native fermentations in stainless steel, neutral oak & concrete vessels

Winemaker: Melanie McIntyre

Winegrowers/Founders: Carlo & Dante Mondavi

550 cases produced



PRODUCED & BOTTLED BY RAEN WINERY

www.themonarchchallenge.org | info@raenwinery.com | [@RAENWinery](https://www.instagram.com/RAENWinery)