

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.



Dear friends,

With Earth Day upon us, and as Spring awakens our vines after much needed winter storms, a new life cycle begins in our Sonoma Coast vineyards. This time of year we are reminded of the fragility of this life that surrounds us, and our responsibility and dedication to protect it.

In that spirit, we are excited to announce our **2024 Monarch Challenge Rosé**.

Since its birth in 2016, the [Monarch Challenge](#) believes in a future of farming that protects the health and biodiversity of our planet and all living things on it - from the Monarchs, to all insects, pollinators, plants, flowers, animals and wildlife, and ultimately us as humans. Over the last years, we've seen great progress made as more and more farms migrate away from herbicides and dangerous chemicals to clean, beyond organic farming.

The 2024 Monarch Challenge Rosé is a unique, coastal blend coming from our RAEN Pinot Noir lots, married with a block of beautiful, old vine Grenache, all hailing from organically farmed vineyards in line with the Monarch Challenge's goal of a cleaner, healthier, more brilliant planet. This bright Rosé is a perfect addition to Earth Day celebrations, and upcoming summer gatherings.

We are excited that this release continues to support the [Xerces Society](#) and the [Sonoma County Wildlife Rescue](#), two non-profit organizations near to our heart and mission, both committed to supporting our planet's biodiversity through the work they do.

Thanks to your support, we remain as dedicated as ever to the Challenge's goal, and are hopeful for a future of farming that works in unison with Mother Nature.

In gratitude,

Carlo, Dante and the RAEN team