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Toad Hollow Vineyards Proclaims May as Rosé Days!
National Off-Premises Promotion Celebrates Toad Hollow as Early Adopter of Dry Rosé

Healdsburg, CA (May 1, 2017)

Long before the current upswing of enthusiasm for dry rosé wines in the United States, the late Todd Williams and the late Rodney Strong, founders of [Toad Hollow](#) in Healdsburg in Sonoma County, produced one of the first dry Rosés in the country in 1995. Rodney, a well-known Francophile and dry rosé fan, convinced Todd they needed to add one to their portfolio. Todd, a consummate salesman, traveled the country convincing the trade, unaccustomed to the merits of a dry blush wine, to try it. Toad Hollow's dry rosé began with the production of approximately 1,000 cases in 1995, and the demand has grown greatly under the management of Todd's wife, Frankie Williams. Now nearly 8,000 cases are distributed from coast to coast.

The entire month of May 2017 boasts the third annual Toad Hollow Rosé Days promotion, which includes coupons, ads, and features on the accessibly priced (\$13.99) Eye of the Toad Dry Rosé of Pinot Noir. Retailers across the United States are participating in the promotion.

Toad Hollow's dry rosé has flourished and maintained excellent positioning in the market. It is among the top 10 super-premium Rosés (\$11.99 and above) in dollar sales, with 151 percent growth (over 52 weeks ending on March 26, 2017, according to IRI).

Consistently produced from the Carneros region's Pinot Noir, the wine has an alluring cameo pink color, offers bright and bracing flavors, and is chameleon-like when paired with a wide range of foods.

For information on where to find Toad Hollow's Dry Rosé of Pinot Noir in your neighborhood, go to the winery website's wine locator link: <http://www.toadhollow.com/where-to-buy-wines>.



The Fine Art of Fun

Frankie Williams, owner of Toad Hollow Vineyards, has maintained the winery's original promise to deliver delicious varietal wines that everyone can afford. Toad Hollow offers Mendocino County Unoaked Chardonnay, Russian River Pinot Noir, Sonoma County Merlot, Dry Rosé of Pinot Noir (Eye of the Toad), Lodi AVA Cabernet Sauvignon, and two French sparkling wines. Whimsical labels featuring the beloved Toad character are symbolic of the winery's insistence that fun be at the brand's core. An updated label, maintaining the character yet more accurately reflecting the seriousness of the wine, was introduced in 2015.