



**TEXAS ALCOHOLIC BEVERAGE COMMISSION  
CERTIFICATE OF APPROVAL OF LABELS FOR  
WINE**

**Date: March 28, 2017**

**Label Certificate Number: 977310**

**Pursuant to the application of : MCPHERSON CELLARS  
Holder of permit/license number : G668860**

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**Brand : MCPHERSON CELLARS  
Fanciful Name : LA HERENCIA ROSA  
Vineyard : N/A  
Class : TEMPRANILLO, GRENACHE  
Vintage : 2016  
Appellation : TEXAS  
Size(s) : 50ML-30L  
Stated Alc. Content : 13.2% ALC/VOL  
Tested Alc. Content : N/A  
TTB Number : 17072001000508**

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**are hereby approved with the same conditions and restrictions as the Federal Certificate of Label Approval (COLA) issued by the Department of Treasury (TTB). If label changes require a new Federal COLA(s) to be obtained, new Texas label approval will also be required.**

**This certificate shall not operate to relieve any person from liability for any violation of the Federal Alcohol Administration Act, the Texas Alcoholic Beverage Code, or any Rules and Regulations thereunder, resulting from the failure of any container bearing the labels herein approved, or the contents of such container, to conform to the statements and representations made on such labels.**

**APPROVAL OF THIS LABEL DOES NOT SIGNIFY COMPLIANCE WITH TABC'S CODES AND RULES.**

**Label Approval Section  
Tax Division  
[Label.Approval@tabc.state.tx.us](mailto:Label.Approval@tabc.state.tx.us)**

**c/o MCPHERSON CELLARS  
1615 TEXAS AVE  
LUBBOCK, TX 79401**



## TEXAS ALCOHOLIC BEVERAGE COMMISSION

*McPherson*  
LA HERENCIA ROSA

V.2016

ROSÉ TABLE WINE - TEXAS

*Rosé wines may take form in many varieties, styles and hues. Savy wine drinkers may recognize this variety as one of Spain's more dynamic red cultivars. Tempranillos thrive in the warm, dry climate of the high plains, and take on a beautiful style of Rosé. This Spanish style Rosé has delicate aromas of strawberries and citrus. Using 89% Tempranillo and 11% Grenache stays in the tradition of the blend of our red La Herencia. Enjoy with paella, seafood, or simply on its own. Viva Rosa!*

*La Herencia Rosa is a proprietary blend of old world cultivars, comprised of Tempranillo 89% and Grenache 11%.*

[WWW.MCPHERSONCELLARS.COM](http://WWW.MCPHERSONCELLARS.COM)

**GOVERNMENT WARNING:** (1) ACCORDING TO THE SURGEON GENERAL, WOMEN SHOULD NOT DRINK ALCOHOLIC BEVERAGES DURING PREGNANCY BECAUSE OF THE RISK OF BIRTH DEFECTS. (2) CONSUMPTION OF ALCOHOLIC BEVERAGES IMPAIRS YOUR ABILITY TO DRIVE A CAR OR OPERATE MACHINERY, AND MAY CAUSE HEALTH PROBLEMS.

PRODUCED & BOTTLED BY  
MCPHERSON CELLARS, LUBBOCK, TEXAS  
CONTAINS SULFITES • 750ML

**PLEASE RECYCLE THIS BOTTLE.**



*McPherson*



EST. 2000

V. 2016 • TEXAS  
LA HERENCIA ROSA  
DRY

ROSÉ TABLE WINE  
392 CASES PRODUCED

ALC. 13.2% BY VOL.