

Amarose Wine

United States - California

When Tim Covello left his stressful insurance job to pursue his dream of starting a wine company, he partnered with his daughter, Ally, to create an artisan rosé that celebrated their passion for good wine.

The Name:

Ama' translates as 'loves' in Italian. We coined the term Amarose to reference our family heritage and our love of rosé while also alluding to the natural floral elements that our wine embraces.

Our Approach:

We started Amarose to create an approachable but sophisticated rosé that gets rave reviews from both sommeliers and everyday wine drinkers. We believe that wine is ultimately about the joy of connection, and we hope that Amarose can bring people together, whether for everyday occasions or big milestones, and foster a broader, inclusive community of wine lovers.