Provence Rosé Exports to the U.S. Jump 40%, Show No Signs of Slowing Down
– Consumer demand keeps pace, with imported rosé sales growing at double-digit rates each year since 2004 –

(New York, NY, February 19, 2014) – For the 10th consecutive year, exports of rosé wines from Provence to the United States have grown at double-digit rates. In 2013, exports from the world’s rosé capital climbed 40% on both volume and value. This comes on the heels of a 41% rise in export volumes a year ago and a 62% increase the year before, according to the French customs agency and the CIVP/Provence Wine Council. See Figure A.

The French customs report is backed up by U.S. retail sales data released this month by research firm Nielsen, which shows the entire rosé category to be on a sustained upward trend, with the premium imported rosé segment seeing a 48% increase on dollars in 2013. See Figure B.

“Exports of Provence rosé to the United States show no signs of slowing down, and neither does consumer demand for rosé from Provence, the gold standard,” said Julie Peterson of the CIVP/Provence Wine Council’s U.S. trade office. “With these increased volumes flowing into the country, American consumers are also finding a wider variety of flavor profiles from producers across Provence.”

Viewed together, the export and sales numbers tell a story of rosé growth that continues to far outpace the U.S. wine market as a whole.

Figure A: Provence Rosé Exports to United States, 2003–2013

Exports of rosé wines from Provence to the U.S. jumped 40% on both volume and value from November 2012 to November 2013. These rosé exports have grown at double-digit rates each year since 2003.

Data source: French customs agency and CIVP
According to Nielsen research, U.S. retail sales of imported rosé wines priced at $12 or more per bottle grew by 39% on volume and 48% on value in 2013, capping nine straight years of documented double-digit growth. This is compared to growth rates of 1.2% on volume and 4.5% on value for the total table wine market. In addition, the average price per bottle in this category increased by more than a dollar, to $16.38, a sign that "consumers are seeking out premium rosé – a segment in which Provence is the leader," Peterson said.

Provence Wines to Be Presented in Four U.S. Cities in March

Media and wine industry professionals will have the opportunity to sample wines from as many as 33 Provence wineries in March as part of the "Provence in the City" 2014 spring tasting tour. Details are at www.winesofprovence.com/events. The schedule is as follows:

<table>
<thead>
<tr>
<th>City</th>
<th>Date</th>
<th>Winemakers Present</th>
</tr>
</thead>
<tbody>
<tr>
<td>Boston</td>
<td>Monday, March 3</td>
<td>Winemakers will be present</td>
</tr>
<tr>
<td>Chicago</td>
<td>Tuesday, March 4</td>
<td>Winemakers will be present</td>
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<tr>
<td>San Francisco</td>
<td>Thursday, March 6</td>
<td>Winemakers will be present</td>
</tr>
<tr>
<td>New York</td>
<td>Monday, March 10 (media only)</td>
<td>Winemakers not present</td>
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</tbody>
</table>

Provence, the oldest winegrowing area in France, is the world’s largest rosé specialty region, with rosé making up over 88% of Appellation d’Origine Protégée wine production.

The Conseil Interprofessionnel des Vins de Provence (CIVP), known in the United States as the Provence Wine Council, is an organization representing more than 600 wine producers and 40 trade companies from the Provence region of France. Its mission is to promote and advance the wines of the region’s principal appellations. The organization’s members together produce 96 percent of Provence’s Appellation d’Origine Protégée (AOP) wines. More information can be found online at www.winesofprovence.com or www.facebook.com/winesofprovence or http://twitter.com/winesofprovence.

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