



## VALENTINE'S DAY MEDIA ALERT

### Think Pink for Valentine's Day

*–Romantic rosé from Provence is a perfect fit –*

New York, NY, January 19, 2010 – If ever there was a perfect match between a romantic occasion and a celebratory wine, it's Valentine's Day and a bottle of dry rosé from Provence. No matter what appears on the Valentine's Day menu – caviar, lobster, sushi, Mediterranean cuisine, or luscious chocolate truffles – the versatile pink wine from Provence is a tantalizing partner.

When accompanying fine foods from simple to sophisticated, French rosé is an affordable luxury. Most rosé from Provence carried by U.S. wine merchants is priced between \$12 and \$20, making it one of the best values in fine wine on the market today. In fact, *Wine Spectator* magazine's Robert Camuto last week [highlighted Provence rosé](#) as an affordable indulgence that's booming in the United States. U.S. sales of imported rosé wines have jumped 28%, according to a study released by The Nielsen Company ([www.nielsen.com](http://www.nielsen.com)) and reported by CIVP/Provence Wine Council.

"The tremendous growth rates for imported rosé wines continue to affirm their appeal to the American wine consumer, despite the very difficult economy," said Danny Brager, vice president of Nielsen's Beverage Alcohol Team.

Festive and elegant, a true rosé is as serious a wine as the highest quality reds, whites, and Champagnes. The rosé category includes varying styles, with some fuller and others lighter. Yet even with their differences in color, texture, and flavor, all Provence rosés have similar characteristics: on the palate they tend to be fresh, crisp, bright, and dry.

To locate merchants who carry rosé wines from Provence, visit the Retailers section of [www.winesofprovence.com](http://www.winesofprovence.com). An interactive map and state-by-state dropdown will appear with a listing of retailers that carry one or more of these romantic Provence rosés.

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 Provence wine producers and 72 trade companies. Its mission is to promote and advance the wines of the Provence region of France. The organization's members together produce 95 percent of Provence's Appellation d'Origine Contrôlée (AOC) wines. Its U.S. web address is [www.winesofprovence.com](http://www.winesofprovence.com).

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**Media Contacts**

Joan Bloom/Joan Brower  
The Dilenschneider Group, Inc.  
MetLife Building, 200 Park Avenue, 26<sup>th</sup> Floor  
New York, NY 10166  
Tel.: 212-922-0900; Fax: 212-922-0971  
[jbloom@dgi-nyc.com](mailto:jbloom@dgi-nyc.com); [jbrower@dgi-nyc.com](mailto:jbrower@dgi-nyc.com)

**Trade Contact**

Julie Peterson  
American World Services  
1247 Wisconsin Avenue, NW, Suite 201  
Washington, DC 20007  
Tel.: 202-296-3524; Fax: 202-333-0017  
[jpeterson@awscorp.com](mailto:jpeterson@awscorp.com)



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