



Provence Rosé

Background for wine retailers/salespersons

December 2014

1. About Dry Rosé

Taste and character

- **Myth 1:** Rosé wine is sweet.

Fact: Rosé is generally dry and must not be confused with white zinfandel and other sweet blush wines. In fact, a typical American blush wine contains nearly 7 times as much residual sugar per liter as a Provence rosé. In Provence, rosés are limited to a maximum of 3 or 4 grams of residual sugar per liter, depending on the appellation. **Provence rosé = dry.**

- **Myth 2:** Rosé wines are blends of white and red wines.

- **Fact: Provence rosé, like all classic rosé, is made from red grapes**, just like red wine is — but in making rosé, the winemaker leaves the clear juice in contact with the dark skins for a short period of time, just until it takes on the desired character and turns the preferred shade of pink. If you're making rosé in Provence, you start with red grapes such as Grenache, Cinsault, Syrah, Mourvèdre, Tibouren, Carignan, and Cabernet Sauvignon.

- **Myth 3:** Rosé should be consumed only in the warmer months.

Fact: Rosé is a great food wine that is enjoyed year round. It pairs well with Asian cuisine, Indian food, poultry, fish, salads, and a host of other dishes. When customers are looking for something festive or versatile, recommend Provence rosé.



Rosé production facts

- Approximately 10% of all the wine produced worldwide is rosé.
- France is the global leader in rosé production, and **Provence is the world's largest wine region specializing in dry rosé.**
- Provence produces 35% of French AOP rosés. Appellation d'Origine Protégée (AOP) is the designation given to the highest-quality French wines, based on place of origin and strict quality standards. AOP wines rank above wines labeled Indication Géographique Protégée (IGP) and Vin de France.



Rosé's growing popularity

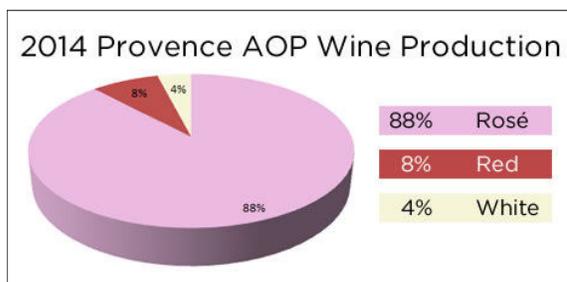
- In the U.S., imported rosé has been one of the fastest-growing retail wine categories for nine straight years. According to Nielsen, retail sales of imported rosés priced at or above \$12 a bottle grew **39% on volume and 48% on dollars** in 2013, compared to growth rates of 1.2% and 4.5% for all table wines.

**GROWTH
TREND
CONTINUES:
IMPORTED ROSÉ SALES
UP 39% IN 2013**
(NIELSEN)

- Exports of Provence rosé wines to the U.S. have grown at double-digit rates for 10 straight years, most recently jumping 40% on both volume and value (from November 2012 to November 2013).
- In France today, rosé outsells white wine.
- In Provence, which critics consider **the gold standard** for rosé, *vin rosé* is embraced as the best lunchtime, seaside, and all-occasion wine.

2. About the Provence Region

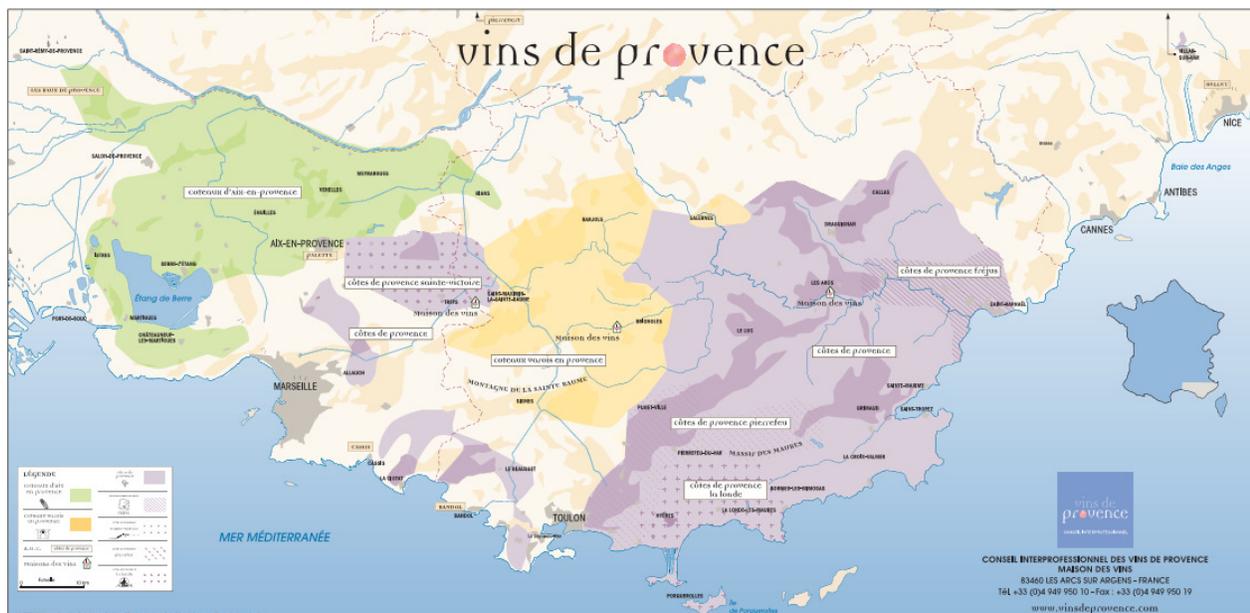
- Provence is located in the **southeast corner of France**, along the Mediterranean Sea. It is home to the cities of Aix-en-Provence, Arles, Cannes, Marseilles, Nice, and Saint-Tropez.
- The Provence region is the site of France’s **oldest vineyards**.
- It is uniquely suited for rosé production because of its Mediterranean climate and geology.
- Rosés made up 88% of AOP wines produced in Provence in 2014.



3. About the Appellations of Provence

In Provence, three appellations produce the vast majority of rosés. These are:

- **Côtes de Provence**, the largest and best known of the Provence appellations, which has four sub-appellations: Côtes de Provence Sainte-Victoire, Côtes de Provence Fréjus, Côtes de Provence La Londe, and Côtes de Provence Pierrefeu.
- **Coteaux d’Aix-en-Provence**
- **Coteaux Varois en Provence**



Find more information at www.WinesofProvence.com