

the
drinks business

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rosé

Feature findings

- > Rosé is proving to be one of the greatest wine success stories during the lockdown. In late May, year-on-year sales were up by over 400% at Waitrose.
- > In the US, Provence rosé value sales are up by 10% to US\$138m, but volume sales have slid by 1.6% due to the tariffs on French wine imposed by Donald Trump.
- > Proving how seriously Provence rosé is taken, in the past year there have been four high-profile acquisitions in the region by LVMH, Chanel and the Castéja family.
- > Provence is facing increasing competition from the Languedoc, where producers are turning their focus towards premium rosés, as well as entry-level pinks.
- > Last year, Languedoc producer Gérard Bertrand launched the world's most expensive rosé, the oak-aged Clos du Temple, priced just shy of £200 a bottle.
- > French rosé is proving the celebrity wine launch of choice, with Sarah Jessica Parker, Kylie Minogue and Post Malone all recently releasing their own brands.

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PINK I
POP STAR KYLIE MINOGUE
RANGE AND PASSION

FRENCH REGION

excellence, pale pink has become consumer shorthand for quality when it comes to rosé. The Provence rosé category is now worth £56 million in the UK off-trade, up by 15% on a year ago. Jacques Bréban, president of the Provence Wine Council, predicts that between now and 2035, global consumption of rosé will grow by as much as 50%, as the Asian market develops a taste for drinking pink. France remains both the leading producer and consumer of rosé, accounting for 28% of production and 36% of consumption last year. According to Nielsen, light rosé sales in the UK off-trade are up by 2% year on year to £564m, with dry rosés

from France and Italy experiencing "significant" year-on-year growth.

"Provence rosé has brought new shoppers into the category in the off-trade," says Gemma Cooper of Nielsen. "Since lockdown, rosé has reported some of the strongest year-on-year growth seen over the last few years, and we expect this growth to continue into the summer as the warmer weather arrives."

EXPENSIVE TO MAKE

Cronk believes Brits are taking rosé a lot more seriously, and many are happy to pay upwards of £20 for a bottle. "There used to be a psychological barrier with

rosé, but it's an expensive wine to make and requires a lot of an investment, so there's no reason why it shouldn't be more expensive," he says.

In the US, Provence rosé's top export market, value sales are up by 10% to US\$138m, though volume sales have slid by 1.6% due to the 25% tariffs on French wine recently imposed by Donald Trump. Last year, the US accounted for just under half of Provence's value sales at export and 46% of volume sales.

Proving just how seriously Provence rosé is taken today, in the past year there have been four high profile acquisitions in the region, with a Provence pink now

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In the pink: Post Malone has released his own rosé

Sarah Jessica Parker and rapper Post Malone have joined the party with their own southern French pinks. The second release from her Invivo X brand, Parker's pink was made in collaboration with St Tropez-based Chevron Villette, while Malone's Maison No. 9 was blended by Alexis Cornu, head winemaker at Château de Berne, and will be distributed by E&J Gallo.

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within the world of pink wine - 'designer' rosés. Last month, Italian fashion brand Dolce & Gabbana launched a Sicilian rosé made by Donnafugata. Called Rosa, the Provençal-style pale pink is crafted from a blend of Nerello Mascalese and Nocera grown on the northern

slopes of Mount Etna and the hills of Contessa Entellina near Palermo. The bottle's colourful geometric label is inspired by the ornate detailing of traditional Sicilian horse-drawn carts. Not wanting to be outdone, this summer, Provence producer Château Sainte Roseline is releasing a limited-edition bottle of its Lampe de Meduse 2019 rosé created by French fashion designer Christian Lacroix to celebrate its 70th anniversary, which boasts an intricate, lace-like label inspired by the wine's feminine hourglass bottle shape. Elegant but unpretentious, dry rosé is a wine with crossover appeal. A mid point between the freshness of whites and depth of reds, its ability to pair with an array of cuisines makes it one of the most versatile food wines around. Its associations with lazy summer days and the glittering Mediterranean adds to its appeal,



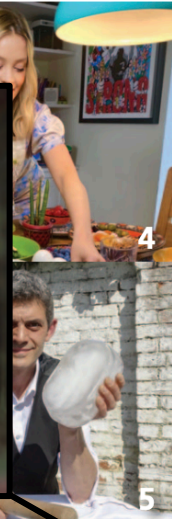
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OUT AND ABOUT WITH THE DRINKS BUSINESS



1: SEX AND The City's Sarah Jessica Parker has added a French rosé to her Invivo X wine range, made with Tim Lightbourne and Rob Cameron of New Zealand-based Invivo. Parker helped to pick the 2019 wine, made from Grenache, Cinsault and Syrah grown near St Tropez, during a blending session in New York.

2: TO KEEP the nation moving during lockdown, Bacardi rum partnered with Pussycat Doll Ashley Roberts and fitness studio Frame to host a Caribbean-inspired dance class, which was streamed live on Roberts' Instagram account, along with a rum cocktail masterclass for those keen for a post-workout treat.

3: REYKA VODKA organised a nationwide 'self-iso' half marathon on 17 May to raise money for The Drinks Trust and keep bartenders motivated to maintain mental and physical wellbeing during lockdown. The 13-mile 'Hospo-Half' was organised by Reyka vodka brand ambassador, Fabiano Latham.

4: WITH MORE time on her hands than usual, TV presenter Laura Whitmore partnered with Grey Goose on a virtual dinner party experience that was streamed on Facebook. During the event, Whitmore showed viewers how to create popular vodka cocktails like the Cosmopolitan, Grey Goose Lemon Fizz and Espresso Martini.

5: THE LONDON Essence Company is working with First Dates bartender Merlin Griffiths to create a series on Facebook and Instagram, offering insider tips on how consumers can elevate their at-home drinking experience. Griffiths, after finding that nearly half of UK drinkers miss the sense of occasion of visiting a bar.

6: PROVING TO be the celebrity sip of choice, the latest star to join the rosé party is American rapper Post Malone, who has launched his own pale pink from Provence. Maison No. 9, a blend of Grenache, Cinsault, Syrah and Merlot, is named after the rapper's favourite tarot card, the nine of swords.

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