

VINS DE PROVENCE

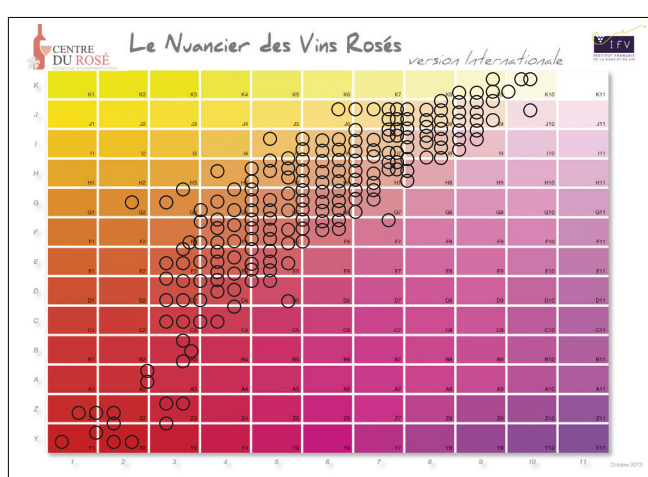
the Taste of Style

THE SHADES OF ROSÉ IN PROVENCE AND IN THE WORLD

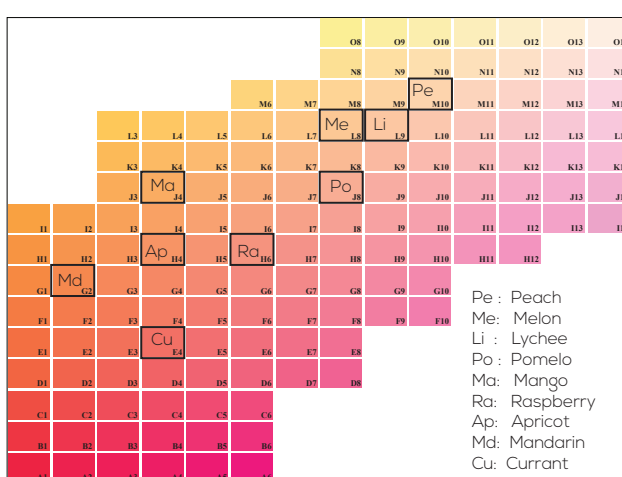
Color is obvious to consumers since the vast majority of rosés are bottled in clear glass. The work undertaken by the Rosé Research Center made it possible to develop a color chart of the most representative rosé colors. That color chart was used as a reference for associating shades with wines.

COLOR CHARTS OF WINES OF PROVENCE ROSÉS DEVELOPED BY THE ROSÉ RESEARCH CENTER:

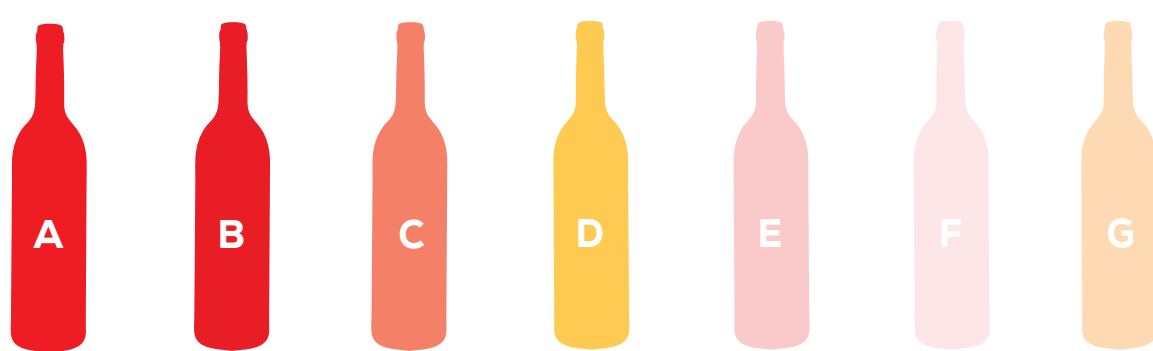
Shades of rosé found in the world



Shades of rosé found in Provence

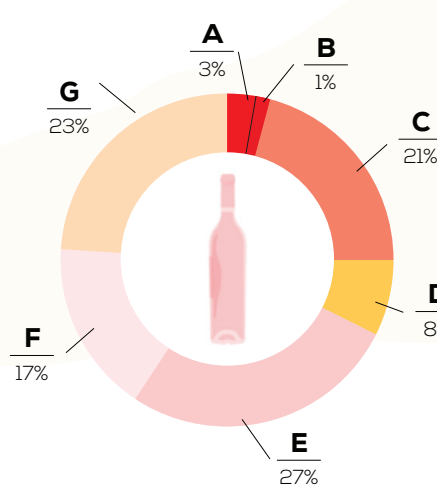


7 SHADES SELECTED BY THE ROSÉ WINES WORLD TRACKING TO COMPARE THE MAIN COLORS OF ROSÉ WINES AROUND THE WORLD:



PRODUCTION OF ROSÉ WINES BY COLOR IN PROVENCE

Shades of rosé wines produced in Provence



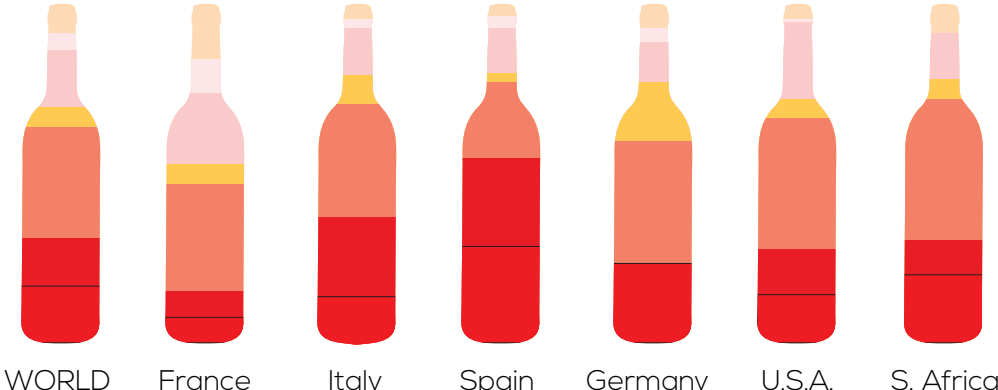
LESS THAN 5% OF PROVENCE PRODUCTION CORRESPONDS TO DARK COLORS

WINES OF PROVENCE ROSÉS are especially marked by the clarity of their dress (75% clear to very clear)

INTERMEDIATE HUES remain poorly represented in Provence

PRODUCTION OF ROSÉ WINES BY COLOR AND BY COUNTRY

Color of rosé wines from the main producing countries



SPAIN (54%) ITALY (38%) SOUTH AFRICA (30%)

stand out with a strong production of rather dark colored wines (category A and B)

THE UNITED STATES produce wines with the most intermediate shade (category C, 37%) to clear shade. Blush rosé wines are not always dark in color

FRANCE offers the image of a diversified production between different shades with however a clear trend

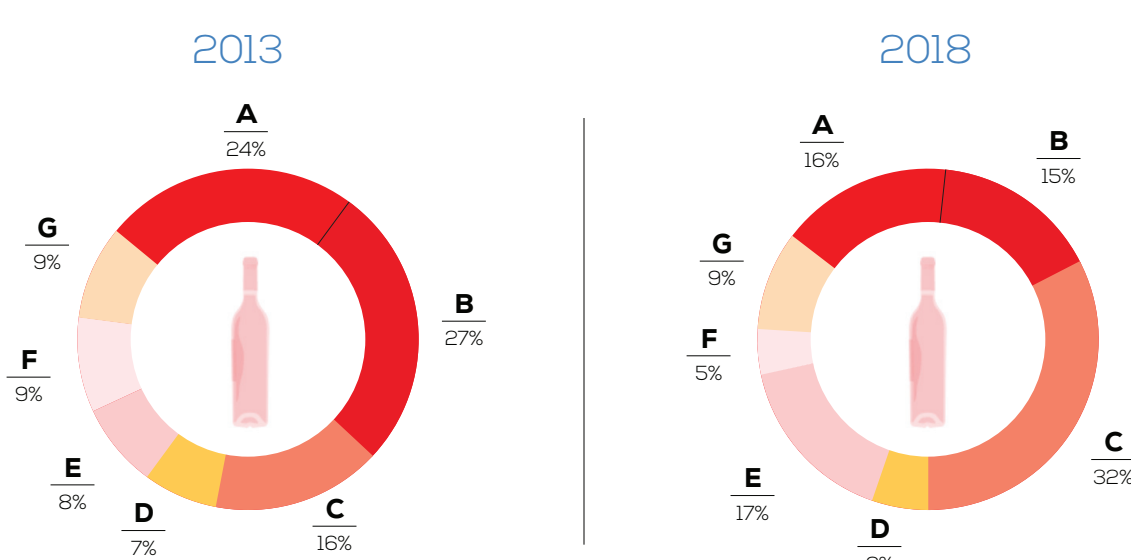
CONSUMPTION OF ROSÉ WINES BY COLOR AND BY COUNTRY



French consumers favor rosé wines with light shades, unlike **Italian** (46% of category A or B consumed) and **Spanish** consumers (50%)

The **UK** and **USA** favor intermediate-colored rosé wines, with a marked pinkish color.

EVOLUTION OF THE WORLD PRODUCTION BY COLOR



THE INTENSITY OF THE COLORS OF ROSÉ WINES PRODUCED REMAINS IMPORTANT:

31% DEEP COLORS | **37%** PALE COLORS | **32%** AVERAGE COLORS

THE AVERAGE COLOR OF ROSÉ WINES BECOMES CLEARER "PALE" ROSÉ WINES ARE A REFERENCE IN MOST MARKETS

LIGHT SHADES (D, E, F & G) NOW ACCOUNT FOR MORE THAN 1/3 OF GLOBAL PRODUCTION