

VINS DE PROVENCE

the Taste of Style

Rosé All the Way in the Indian Summer

Provence remains the ultimate thirst quencher in the cooler months

New York, NY, August 23rd 2017 – As Labor Day approaches and the country gets in full-gear for end-of summer-festivities, don't change your habits: the Provence wines you sipped all summer long will taste as good when temperatures drop. The Wines of Provence, which exports to the U.S. continued to soar in 2016, boasting an increase nearing 45% in volume, will stay your partners in crime for the milder months.

“The idea that Provence rosés should only be enjoyed in summer is fading” says Kristie Petruzzo, NYC-based sommelier. “Rosé is increasingly being recognized as a food wine, and experimenting with pairings is truly a playing field; there are boundless possibilities.” This is exactly what Chicago Chef Andrew Zimmerman from the Michelin-starred *Sepia* did at a Wines of Provence event earlier this year: “I wanted to showcase rosé’s versatility and adaptability. So I paired it with a hot and spicy dish, the Spanish Fish Escabeche, and a meal enjoyed year-round in America: the Italian Beef Sandwich.”

Why it worked:

- Pairing rosé with spicy cuisine is common: the wine’s fresh and fruity aromas let the spices unfold while nuancing their intensity and bringing perfect balance to the palate.
- An audacious pairing, rosé and beef pair well as the meat’s grilled notes enhance the wine’s dryness and aromas.



Spanish Fish Escabeche

The bone-dry quality of Provence rosé makes it a go-to wine choice for food pairings. Recognized by their limpid pale-colored robe, yet vivaciously aromatic bouquet, Provence rosés agree with a variety of foods since they do not overwhelm a fine meal's elaborate flavors, and their complex structure elevates simpler dishes.

Thinking Beyond Pink

While Provence rosés represent 89% of total production, the region is also home to fruity whites and powerful reds, which account for 4% and 7% respectively. “It’s certain that Provence is typically associated with rosé, in that it created the benchmark of its category. But the region offers a variety of wines that will seduce the American palate: aromatic, complex, and expressive of the terroir, they are gems worth discovering!” says Kristie Petruzzo.



Chef Zimmermann's Italian Beef Sandwich

- **Provence whites** – Identified by their pale yellow color and golden hints of green, Provence white wines offer generous aromas including exotic fruits, pineapple and citrus, as well as delicate notes of white flowers and mint. They are fresh, full and round on the palate. Enjoy them with seafood, grilled fish in sauce, white meats
- **Provence reds** – In line with the South's typical bold red wines, they reveal aromatic notes of blackberries, pepper, and liquorice, and bear the earthy qualities attributed to the famous Garrigue, the region's shrubland. Their intense robe, which varies from ruby red to deep purple, contrasts with their fruitiness and freshness, endowed with supple and rounded tannins. Pair them with red meats, pasta bakes, and aged cheeses

About Wines of Provence

Wines of Provence, known in France as the *Conseil Interprofessionnel des Vins de Provence* (CIVP), is an organization representing over 720 wineries and trade companies from the Provence region. Its mission is to promote and advance the wines of the organization's 3 appellations, Côtes de Provence, Coteaux d'Aix en Provence and Coteaux Varois en Provence. Members together produce 93% of Provence's *Appellation d'Origine Protégée* (AOP) wines. Wines of Provence is the global leader for premium rosé wine, accounting for 42% of domestic and 6% of global rosé production. The U.S. is Wines of Provence's first export market, 43% of its exports.

Follow @WinesOfProvence and #SoProvence on Instagram, Twitter and Facebook, or visit www.winesofprovence.com for more information.

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