

VINS DE PROVENCE

the Taste of Style

#LifeisRosé at the Vins de Provence Pop-Up Bar

Enjoy the Taste of Style at London Wine Week 2017



London Wine Week 2017 is just around the corner and Vins de Provence will be bringing a touch of Provence style to proceedings at the Capital's premier drinks experience.

From 5th-10th June, Londoners should hot-foot it down to the alfresco courtyard at Devonshire Square to the Vins de Provence Pop-Up Bar. Serving a selection of deliciously dry, fruity and refreshing rosé wines from the Provence region of France, visitors can kick back and relax with a chilled glass in the

sunshine, and discover that when you come to think about it #lifeisrosé.

With twelve mouth-watering rosé wines to try, the pop-up bar will introduce wine lovers to rosés from three main appellations - Côtes de Provence, Coteaux d'Aix-en-Provence and Coteaux Varois en Provence. As well as serving wines by the glass, four exclusively designed flights of Provence rosé (3 x 75ml) will be available from just £5 to LWW wristband wearers.

As always a knowledgeable team of experts will be on hand to answer your questions and offer plenty of information about the wines and the special techniques used to create them.

London Wine Week is a seven day summer festival which takes place right across the city, with over 100 of the very best wine bars opening their doors to serve flights of wine and delicious food pairings, as well as bespoke events happening each and every day. Festival passes can be purchased from <https://drinkup.london/wineweek/>

The Vins de Provence Pop-Up Bar will be open from Monday 5th June to Saturday 10th June in the Western Courtyard, Devonshire Square, London, EC2M 4WQ. Opening times: 15.00-22.00 (Monday), 12.30-22.00 (Tues-Saturday).

-Ends-

For further press information or images please contact Tori Vickerman on 020 8401 5503 or claire@cubecom.co.uk

Notes to Editors

Winemakers in Provence have cultivated their passion for crafting classic rosé wines for generations, and the region is now globally recognised as the true home of rosé. From the Mediterranean coast to the foothills of the Alps, and from Aix-en-Provence to Nice's illustrious Riviera, Provence's beautiful vineyards stretch across approximately 120 miles. 2015 saw 174 million bottles of Provençal wines produced, 88.5% of which are rosé, 8% are red, and 3.5% white wine. The main grape varieties are Syrah, Grenache, Cinsault, Tibouren and Mourvèdre.

About Provence Wines

Known in France as the Conseil Interprofessionnel des Vins de Provence, Provence Wines, is an organisation representing more than 600 wine producers and 40 négociants (merchants) from the three main appellations of Provence: Côtes de Provence, Coteaux d'Aix-en-Provence, Coteaux Varois en Provence: Its mission is to promote the wines of the region's primary appellations. The organization's members together produce 96% of Provence's Appellation d'Origine Protégée (AOP) wines. More information can be found at www.provencewines.co.uk and on social media at www.facebook.com/provencewinesuk or [@provencewinesuk](https://twitter.com/provencewinesuk) on Twitter