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The Remarkable Rise of Rosé

It has been called the rosé revolution.

In a few short years, the wine that's neither white nor red has rocketed from insider secret to summer essential in households across the U.S.

But, if you think this story is about the sweet *White Zinfandels* California has been cheerfully churning out for decades, you've got another pink coming. The rosé Americans are reaching for in record numbers is of the crisp, dry, food-friendly variety. According to recent *Nielsen* data, off-premise rosé sales saw 55.3% growth in the U.S. in 2016, against total table wine growth of 4%.

Leading the boom is the southern French region of Provence, where they've been perfecting the pink art since around 300 BC. Prized for their beautiful, pale color and delicate, summer berry flavor, Provence rosés are the pinks against which all others are judged.

One of four Provence rosés in today's featured collection, *Domaine Les Grès 2016* is a classic example of the style. Made from hand-harvested Grenache, Cinsault and Syrah and

released to gold-medal acclaim at this year's *Concours Générale Agricole* in Paris. It's further set apart by its reusable *Vinolok*® glass stopper.

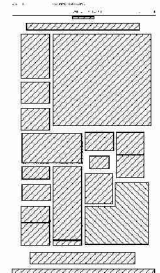


But French rosé is not just about Provence. In Bordeaux, you'll find estates like *Château de Colombe*, making world-class pinks from a gentle pressing of Merlot and Cabernet Sauvignon. Farther north, the Bougrier family makes *their* pride-and-joy pink from the Loire Valley's two leading red grapes: Gamay and Cabernet Franc.

When the wines are this good, it's easy to see why rosé outsells white wine among French consumers.

Closer to home, DeLoach Vineyards (a 12-time *Wine & Spirits* Top 100 Winery) crafts tiny amounts of a very pretty Sonoma Coast Pinot Noir. With its flavors of wild strawberry and bright citrus notes, it makes a delightful aperitif, but also pairs well with grilled shrimp salad and semi-soft cheeses.

Over in Italy, winemakers (and drinkers) have long been serious about *rosato*. In the mountainous



north, Giuseppe Secchi makes a single-vineyard version from Pinot Grigio – a pink-skinned grape – that bursts with acacia blossom and subtle notes of pear. Then there’s Aglianico – known as ‘The Barolo of the South’ and tipped by *Wine Enthusiast* to be “Italy’s next big red.” It might just be Italy’s next big pink if Alberto Antonini’s Basilium is anything to go by.

Join the rosé revolution

In celebration of National Rosé Day (June 10), we’d like to introduce you to specialist rosé producers in France, Italy and California. You’ll enjoy 12 delicious pinks (plus three bonus gold-medal Provence rosés) for JUST \$89.99, with free shipping.

This is an exclusive, warm-weather welcome to the WSJwine Discovery Club – and if you think our pinks are good, wait until you taste our reds and whites. Every three months, we’ll reserve for

you an exciting new dozen. There are no obligations and each case is just \$149.99, saving you at least 20%. Plus, every wine comes with expert tasting notes and our money-back guarantee.

**Order your rosé collection today
at wsjwine.com/provence**

“For many wine drinkers, Provence is the only rosé address that matters.”

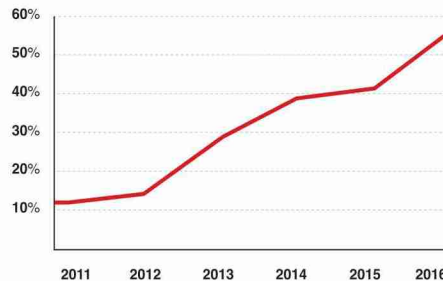
— THE WALL STREET JOURNAL, JUNE 18, 2016

“There’s strong competition from Italy.”

— WINE SPECTATOR

Year-Over-Year Growth of Imported Rosé

Source: Nielsen





BONUS TRIO Gold-Medal Provence Rosé

Château Terrebonne's 2016 is presented in the traditional *flûte à corset Provençal* bottle – only permitted for wines carrying the Côtes de Provence appellation. Awarded a gold medal by top French wine guide *Gilbert & Gaillard*.

The case above arrives with 3 bonus bottles of this Provence classic (worth \$59.97).



12 World-Class Pinks *plus* 3 Gold-Medal Provence Rosés

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