



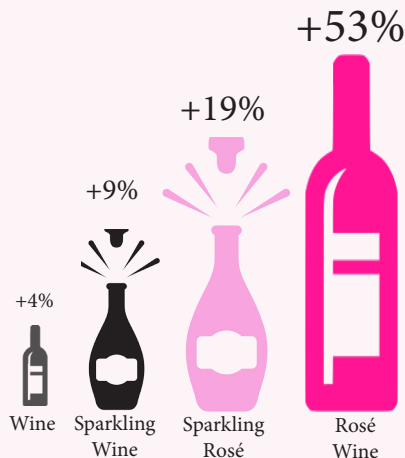
**LOUIS BERNARD**  
VALLÉE DU RHÔNE

# ROSÉ *All Day!*

Pink wine is chic and Provence is the benchmark for rosé.

## ROSÉ MARKET TRENDS

Percentage Growth  
CYTD by Category



The US drinks **13%** of the world's rosé, second to France!

2015-2016 rosé over \$8  
**+56%** in value   
**+55%** in volume

**\$13.90** is the average bottle price of French rosé

Who Drinks Rosé?

**55%** **45%**

Over **50%** of sales are to Millennials

**4th** highest-selling French wine in the US is a rosé

S.France volume **+32%**

Provence volume **+56%**



Sources: Nielsen & VinPair.com



### LOUIS BERNARD Côtes de Provence Rosé Grenache-Syrah Blend

Bright, pale rose-petal hue.  
Enticing aromas of pomegranate and passion fruit. Lively, round mouthfeel with tropical and pink grapefruit flavors.

### Selling Points

- \* Classic brand with **strong family heritage**
- \* Great press- Wine Enthusiast's **Best Rosé of the Summer** (2016) and **Best Buy award**
- \* Lux stelvin closures for **convenience and quality control**
- \* Excellent quality from the **hottest rosé region** in the world, Provence



# Yes Way, Frosé!



## Recipe for a 5 Gallon Slushie Machine

5 gallons = 640 oz  
8 oz serving = 80 portions

60 oz. of Strawberry puree  
25 oz. of Lemon Juice  
5 cups of sugar (40 oz)  
17 bottles of Louis Bernard  
Provence Rosé (431.8 oz) –  
well chilled  
10 cups of ice (80 oz.)  
Add a few cups at a time and  
blend

Serve in a martini or daiquiri  
glass with the optional pink  
sugared rim and strawberry  
garnish.



# ROSÉ Cocktail Recipes

## Rosé Spritz



3 oz. Louis Bernard  
Provence  
Rosé  
1/2 oz. simple  
syrup  
2 halved straw-  
berries  
1 lemon wheel  
1 bottle club soda

Strawberry and mint sprigs, to garnish

Gently muddle the strawberries and  
lemon wheel in a stemless wineglass so  
the juices and flavor are released. Add  
the simple syrup and rosé wine; then fill  
the glass with ice and top with a splash of  
club soda. Garnish.

## Rosénade



1 oz. AbsolCitrus  
Vodka  
5 oz. Louis Ber-  
nard Provence  
Rosé  
2 basil leaves,  
ripped  
1 lemon wedge  
1/2 oz. simple  
syrup  
1 1/2 oz. club  
soda

Muddle basil,  
lemon, and sim-  
ple syrup in a cocktail shaker. Next,  
fill the shaker with ice and add the  
vodka and wine. Stir, and pour un-  
strained into stemless wineglass. Top  
the cocktail with club soda, and  
garnish with lemon wedge.

## Rosé Peach Watermelon Sangria



1/4 white peach sliced  
3 watermelon cubes  
Juice of 1/6 lime  
1/2 oz. simple syrup  
1 oz. club soda  
1 oz. peach vodka  
4 oz. Louis Bernard  
Provence Rosé

Add the simple syrup,  
lime juice, and club  
soda to a shaker.  
Shake vigorously.

Next, add the remaining fruit, vodka, rosé  
wine. Shake for 20 seconds to combine  
ingredients. Pour the unstrained cocktail  
into a stemless wine glass and serve.

## Bouquet of Rosé



3 oz. Louis Ber-  
nard Provence  
Rosé  
1 1/2 oz. gin  
3/4 oz. Lillet  
Blanc  
3 oz. ruby-red  
grapefruit juice  
1 rosemary sprig

Fill lowball glass  
3/4 full of ice, and build the ingredi-  
ents over the top. Stir, and serve with a  
grapefruit wedge and rosemary sprig.