

Provence Rosé: *Proud to be pink*

Provence has become one of the most famous rosé producing regions through quality, versatility, and unique appeal.



France is the top producer, top consumer, and top exporter by value of rosé, with Provence rosé making up 35 to 40 per cent of all French AOP rosé production. Over the past few decades, Provence rosé has been increasing both in popularity and in production volume, now producing 150 million bottles per year, according to the Provence Wine Council.

Global interest in rosé is also growing, as worldwide consumption of rosé wine increased by 13 per cent in the last 10 years, while overall wine consumption fell by two per cent*.

Understanding Provence

Located in the southeast of France, Provence is bordered by the Mediterranean Sea on one side and the Alps on the other, creating a unique climate. The Provence vineyard comprises three appellations. The largest sub-region, AOP Côtes de Provence, accounts for 71 per cent of Provence wine production, followed by AOP Coteaux d'Aix-en-Provence (17 per cent) and AOP Coteaux Varois en Provence (12 per cent).

Rosé has been produced in Provence for thousands of years, beginning when the ancient Greeks settled in modern-day Marseilles 2,600 years ago. At the time, maceration had not been mastered, and the wine produced was much closer to modern rosé.

Rosé production rose again in the 20th century, which Provence Wine Council Director Brice Eymard explains is because the style is better suited to the region's warm climate.

"Provence produced red wines at the time, but they decided to produce more and more rosé wines for the fresher taste," he said.

As summer holiday vacations became more common in France throughout the 1950s and 60s, Provence became a popular destination, exposing the rest of the country to Provence rosé and linking the wine with the summer season. The wine improved in quality, especially with the foundation of a research centre dedicated to rosé wine in 1999, the only one of its kind in the world.

However, it took some time before Provence rosé achieved international popularity.

Thank you

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“Except for France, no other country really drank rosé wine 10 years ago. They used to drink sugared, pink wines like Zinfandel, but rosé was a cultural exception in France. When other countries discovered this wine, there was a natural increase,” Eymard said.

Currently, rosé accounts for 90 per cent of wine produced in Provence. Provence rosé has seen significant investment from major wine brands, which is promising for the region’s continued growth. Even so, Maison Mirabeau Founder Jeany Cronk believes that smaller wineries are still vital to the region’s longevity.

“The big houses have invested because they’ve seen the potential of this area and its vibrancy. We want to make sure that we keep the diversity of lesser-known producers like us, who are innovating in our own ways,” she said.

The Australian appeal

Provence rosé has benefited from the broader interest in rosé wine, and Provence producers hope to become the premium choice for rosé drinkers.

“We’re really trying to convey the message that Provence is the birthplace of rosé,” Cronk said.

Demographically, Provence rosé is proving particularly popular among millennial and older Gen Z drinkers.

“This generation is much more laid-back with their wine consumption habits, interested in cuisines from all over the world, different occasions, and different drinks,” Eymard said.

A French favourite

- Since 1994, the French have consumed more rosé than white wine, and one in three bottles of wine consumed in France is a rosé. This is significantly higher than the international average of one rosé per 10 bottles.*
- France consumes an average 11.7L of rosé per household per year. The second largest consumer, Uruguay, only consumed an average 7.5L of rosé per household per year.*
- As of 2020, France produced 35 per cent of the world’s rosé, with a total of 23MhL per year.
- Provence produces between four and five per cent of the world’s rosé.

*Wine Intelligence and the IWSR



Australia is the eighth largest export market for Provence and has increased in size by 23 per cent since 2017. Australian exports provide a timely boost to the Provence rosé market, as our summer is at the opposite time of year to that of France, Europe, and the US. While Cronk doesn’t want consumers to stop drinking Provence rosé in summer, she would like to see its popularity continue throughout the year.

“Think of it as a lovely wine to have with the same kind of food or the same kind of occasion you’d have a white wine with,” she said.

Additionally, Provence rosé is well-suited to Australian consumption habits, as it pairs well with seafood and Asian cuisines, and is well-suited to outdoor and social occasions.

“If I had to invent the perfect place to drink Provence rosé, it would be Australia,” Cronk said.

With its versatile style and premium position, Provence rosé has the opportunity to become a celebratory wine in the Australian market. This has already become the case in the US, where Provence rosé is a popular choice at Thanksgiving as it pairs well with turkey.

“It really lends itself to a light, joyous, and social moment,” Cronk said. ■

*Rose Wines World Tracking by Wine Intelligence and IWSR

Château Rosan

Cuvée Evidence 2023
AOP Côtes de Provence

Silver 90 points

Website: www.rosan.fr
"Dry, integrated acid, light body, pleasant red fruits – berry, cherry, and hints of melon. An easy-drinking aperitif style."

Gilardi

Domaine de la Meissonniere 2023
AOP Côtes de Provence

Silver 90 points

Website: www.gilardi.fr
"The aromas of cherry, strawberry and raspberry combine to create a wine that is creamy, rich and refreshing."

Hecht & Bannier

H&B Provence 2022
AOP Côtes de Provence

Silver 90 points

Imported by: Calabria Family Wines
"Smoother acid with lingering finish. Bright palate with good lemon peel and strawberry aromas. Hints of meringue and fresh red fruit."

Château Cavalier

Grand Cavalier 2023
AOP Côtes de Provence Notre-Dame-Des-Anges

Bronze 89 points

Website: www.chateau-cavalier.com
"An enjoyable and complex wine, with great fruit and structure that combine for a long finish."

Château de Saint-Martin

Grande Réserve 2023
AOP Côtes de Provence

Bronze 89 points

Imported by: Clarity Cru Wine Merchants
"Very delicate aromas of rose petals and grapefruit. On the palate, a crisp acidity and great minerality make for a really refreshing wine."

Château Du Carrubier

Cuvée Ingénue 2023
AOP Côtes de Provence

Bronze 89 points

Website: www.carrubier.fr
"A slightly smoky aroma followed by crisp cherries. On the palate, grapefruit and strawberries take over with a lovely mouth coating texture."

Château Saint-Maur Cru Classe

L'Excellence 2022
AOP Côtes de Provence

Bronze 89 points

Website: www.chateausaimntmaur.com
"A pleasant, balanced, dry wine with pretty pink edges, subdued fruit and soft acid. This is lovely with a perfect sense of pink strawberry flavours."

Clos Réal

Rosé 2023
AOP Côtes de Provence

Bronze 89 points

Website: www.closreal.fr
"Intense, rich aromas of strawberries and red cherries. A textural palate reflects the fruit with addition of a pleasant minerality and a Turkish Delight-like finish."

Sustainable viticulture snapshot

- The Rosé Research Centre is developing new drought-resistant varieties that maintain the quintessential flavours of Provence rosé. These new varieties stem from two parent plants, Rolle and Cinsault.
- Backed by the France Relance national recovery plan, EnViProv is a project across the entire Vins de Provence industry that is helping producers and merchants reduce their environmental impacts.
- Provence grape growers are combining innovative and historic techniques to increase the sustainability of their vineyards, such as planting cereals, wildflowers and clovers between vine rows to increase water penetration, and planting shade trees to cool the vines.



Thank you to our amazing tasting panel.

The panel

Andrew Graham, Australian Wine Review

Christine Ricketts, Wine Educator, Endeavour Group

Daryl Fisher, General Manager, Fisher Fine Wines

Jim Butcher, Mr & Mrs Romance

Christina Butcher, Mr & Mrs Romance

Mirko Scanu, Key Account Manager, Penfolds

Max Harkness, Co-Founder, Co-Partnership

Eliza Fisher, Sommelier, Roberto Sarrotto

