

Grape wine with natural **grapefruit** and **peach** flavors

PAMPLUNE

FRENCH **ROSE** WINE

PRODUCT OF **FRANCE**

THE WINE

Rosé Wine flavoured with natural grapefruit aromas, a touch of peach and light alcohol content (8,5%).

The pale pink hue of the wine reminds us of Provence rosés, both fashionable and delicious !

The association of the grapefruit vivacity and the crispness of the wine give a feeling of freshness and refinement. An explosion of fruits with an elegant touch of sweetness.

THE STORY

Mixing dry wine with fresh fruit juice or syrup is an **old French tradition**.

People used to prepare this «wine-cocktail» themselves. The ready-to-drink wine/juice mix first became commercially available just a few years ago.

This **citrusy beverage** is the star of the new market in France for flavored wine-based beverages. The phenomenon started in 2012 with a few bottles sold and now represents more than 40 million bottles sold yearly in France !

THE EXPERIENCE

Enjoy as an aperitif, with spicy and exotic-flavored foods, or as a refreshing after dinner drink. A perfect drink served chilled, or as a base for a spritzer or cocktail.

