



PAMPLUNE

Grape Wine with Natural Grapefruit and Peach Flavors



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 pomelo vivacity and the crispness of the wine gives a feeling of freshness and refinement. An explosion of fruits with an elegant touch of sweetness.

THE STORY

In fact, 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

As an aperitif, or with spicy and exotic-flavored dishes, or as refreshment after a meal. To be served chilled, also perfect for a spritzer or as a cocktail base.