

GRAND JARDIN

BRAND INFORMATION



BRAND HISTORY

- ◆ This wine's friendly, lively, floral packaging reminds us of beautiful flowers found in a large French garden, or "Grand Jardin."
- ◆ Winemaker Léa Rouyet is a graduate of Montpellier University and has worked both in France and New Zealand before realizing that Provencal Rosé was her true passion.

FEATURES AND BENEFITS

- ◆ Immensely approachable, this classic Provence Rosé was handcrafted in the picturesque hills surrounding the historic city of Aix-en-Provence.
- ◆ Provence's abundant sunshine helps to ripen the grapes, and the wind from the north helps prevent rot.
- ◆ The Coteaux d'Aix-en-Provence appellation is located in the western section of Provence's limestone lands in the south-eastern corner of France.
- ◆ Rosé is a hot category and this gem from Provence offers an exciting new entrant

COMPETITIVE SET

- ◆ Gérard Bertrand, Saint André de Figuière, Domaine Houchart, Château Vignelaure, Château Paradis, Domaine Saint Aix



GRAND JARDIN

KEY SELLING POINTS



- ◆ Sourced from the Coteaux d'Aix en Provence AOP located in the western section of Provence where the soil is composed of clay and limestone rocks.
- ◆ Cold pressed and fermented at low temperatures, this Rosé is a blend of Grenache (50%), Syrah (30%) and Cabernet Sauvignon (20%) grapes.
- ◆ Light pink in color with a hint of pale salmon and a nose of fruit forward aromas of strawberry, melon and citrus. Soft and crisp on the mouth, with good length showing evident natural carbonation and a hint of sweetness.

APPELLATION

