

madison travel + living

POSTED 16.11.2012 @ 13:01 (0) Comments



Look out wine lovers: this summer's Rosé Revolution will bring a whole new dimension to all things pink. Over 65 wineries from across the country are joining forces to revamp the much loved French rosé, giving the sickly sweet classic a more sophisticated edge.

What was once strictly reserved for hens' nights, and all-night marathons of *Bridget Jones' Diary*, has been transformed into a classy wine for the cultured adult. The crisp clean taste of rosé now has a spicier and more versatile flavour, which will pair perfectly with this summer's charred Aussie BBQ.

The stigma of the luridly fruity 'girly' wine has been lost to dry and textured tones – quaffable to even the most macho of Aussie blokes. It's a romantic and more stylish spin on a cheap favourite: sophisticated, and still devilishly playful. "Just because it's pink doesn't mean it's not a serious wine," said restaurant critic and Rosé Revolution 2012 spokesperson Simon Thomsen. "Rosé is a great match for spiced foods and the drier style is just as much fun to drink on its own as it is to enjoy with a meal."

Not sure where to start? For an inexpensive drop that is long and refreshingly fruity, try Luna Rosa Rosé (Cumulus, \$14.99) from NSW's Central Granges. If decadence is what you're after, then you won't be able to resist La Croix, Irresistible Rosé 2010 (Domaine de la Croix, \$25.00), which is harvested in the South Eastern region of France.

The Rosé Revolution is the biggest independently run, collaborative campaign in the Australian wine industry. It was born and bred through social media, with a killer following on Facebook and Twitter. With promotional events happening all over the summer, be sure to get involved.