

# REAL MEN DRINK PINK

PERFECT FOR THE AUSTRALIAN CLIMATE AND A GOOD MATCH FOR A RANGE OF FOOD STYLES, ROSÉ IS FINALLY ENJOYING ITS DAY IN THE SUN, SAYS **PATRICK HADDOCK**.

**When Brad Pitt** gets married later in the year, what do you imagine the Hollywood hunk will be drinking? Rosé. Yes, you heard right. And not just any old rosé either, but the comically named Pink Floyd produced by Pitt and Angelina Jolie's Château Miraval in Côtes de Provence, France. Suddenly it's cool to drink pink and real men are not afraid to show their lighter side by glugging back this refreshing style of wine.

It's been that way for years in France. Country folk in singlets gather at lunchtime to suck on Gauloises, play pétanque and drink ... rosé, of course.

Thankfully, rosé in Australia has grown up of late. Instead of the insipid lolly water we used to drink in the bad old days, we now have a wide selection of styles, with many offering a more vinous alternative.

Dry and savoury is the way forward, and for that we have to thank folks like the De Bortoli family in Victoria's Yarra Valley who have been pushing a movement called the Rosé Revolution for the past two years.

Travelling around the south of France, Steve and Leanne De Bortoli realised that savoury pink styles were consumed regularly. They decided it was something

they wanted to encourage back home and, as a result of their efforts, an amazing groundswell of support for rosé has occurred. The p-word is out there.

Australia has seen enormous growth in this segment since the revolution began. According to AC Nielson, rosés over \$15 saw strong value growth of 29 per cent in Australia's off-premise market. Sales of the varietal grew at more than twice the rate of total bottled red or white wines in this price bracket, a sign that Australians are becoming increasingly attracted to rosé.

So, why the increasing popularity? When you think about it, rosé is the perfect drink for the Australian climate, especially in summer. It's an extremely versatile accompaniment, pairing with antipasto platters, seafood and even Asian dishes. Most importantly, it can be quaffed on its own.

So, what should you be looking for in a quality rosé? Well, the best ones show vibrant fruit, mouth-filling texture and savoury intensity. They are eminently drinkable, whether at lunch or dinner.

Visit [www.rosewinerevolution.com](http://www.rosewinerevolution.com) to find out where the next revolutionary pink event will be happening. **📍**

## THREE PINKS TO MAKE YOU THINK

### LOGAN HANNAH ROSÉ

Peter Logan named his first rosé after his wife, Hannah, to commemorate the occasion of their wedding. It's a celebration of red fruit, spice and citrus and ends dry and mouth-watering.

### DE BORTOLI LA BOHEME ACT TWO DRY PINOT NOIR ROSÉ

The revolutionaries have created the ultimate in textural rosé with a pale wine of cherry and strawberry that's as dry as a drought.

### TURKEY FLAT ROSÉ

With its sweet vibrancy of strawberry and cranberry fruit and a musky, dry finish that's savoury and satisfying, this wine is one of Australia's most celebrated rosés.



Patrick Haddock is a wine and food writer, blogger and communicator. Two of his children sleep in beds, the rest age in a cellar.

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