



For immediate release

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THREE DAYS OF ROSÉ ***The Rosé Revolution Continues in 2013***

What better way to kick off the start of summer than with a three-day festival of rosé? Now in its fourth year, the groundswell of support for the Rosé Revolution from rosé lovers over the last three years is testament to the popularity of this dry, Provence-style wine in Australia.

The Three Days of Rosé will kick off to celebrate the arrival of summer over the season's first weekend – 29, 30 November and 1 December 2013. A fantastic food match and perfect apéritif, dry rosé makes for the perfect summer wine.

Over three days, participating trade and wineries across the country will be offering consumers an opportunity to taste and trial gloriously dry and delicious rosé. Social media channels will be featuring the Rosé Revolution activity with the hashtag #roserev.

There are a number of events and social media opportunities for wineries and Rosé consumers across the Southern Hemisphere's summer months (including a tweet up) and the Revolution is also putting a call out to all wine lovers, bars, restaurants and retailers to organise their own Rosé Revolution events. Event organisers can download a beautiful professionally designed Rosé Revolution flyer from the website and all eligible Rosé Revolution events will be supported through the Rosé Revolution social media channels.

For more information on how to get involved, email rose_revolution@debortoli.com.au

Website: <http://rosewinerevolution.com>

Facebook www.facebook.com.au/rosewinerevolution)

Twitter (www.twitter.com/rosewinerev)

For more information contact:

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