



## National Liquor News December, 2012

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### THE ROSÉ REVOLUTION HAS ARRIVED

Rosé Revolution, a celebration of dry textural Rosé wine, recently kicked off for 2012 with events in capital cities and regional areas all around Australia. The campaign, in its third year will last throughout the summer months. The latest Nielsen figures show Rosé wine sales over \$15 have grown at 29 per cent in Australia, twice that of the total bottled red or white wine in the same price bracket. "Just because it's pink doesn't mean it's not a serious wine," restaurant critic and Rosé Revolution 2012 spokesperson, Simon Thomsen, said. "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." This year, the Rosé Revolution 'Real Men Drink Pink' campaign encourages even the 'toughest' of men to enjoy dry, textural Rosé. Ambassadors including celebrity chefs such as Matt Moran, Luke Mangan and Channel 7's Glenn Wheeler have been encouraging men around Australia to embrace France's favourite summer-time varietal, showing them its versatility and appeal, especially with food. The initiative sees these chefs, winemakers and personalities declaring their love of these wines through the use of social media and other traditional media channels. Over 60 wineries are participating in this year's Rosé Revolution, including De Bortoli Wines, Dominique Portet, Logan Wines, Omrah by Plantagenet, Shelmerdine, TarraWarra, Innocent Bystander, Kennedy Vintners, Rogers & Rufus and Geoff Merrill.

