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 - Top Stories +
 - Directory +
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Lifestyle > Food and Wine

+ Rosé wine not just for laddies: why rosé wine sales are soaring

10TH OF NOVEMBER 2012

Sales of rosé wine priced over \$15 have grown over 29 per cent in the past year, twice that of red and white wine in the same price bracket - so now's your time to join in the revolution.

Raise your glasses with celebrities and winemakers

In celebration of dry, textural rosé wine, exciting events are being held all around Australia as part of the annual Rosé Revolution - kicking off on 14 November.

Declare your love of rosé wine as you mingle with the winemakers who make them and the celebrities - such as chef Matt Moran - who share your admiration for the colourful tippie.

Dress up in your favourite pink outfit, listen to some great music and enjoy soirees and relaxed tastings of over 50 of Australia's best rosés. To top it off, there will be food matches for the wine so you get the full experience.

And the event isn't just for the ladies. This year the Rosé Revolution 'Real Men Drink Pink' campaign is hoping to encourage even the 'toughest' men to start embracing a good glass of dry, textural rosé. So there's no excuse for your man to stay at home.

To find out where your local Rosé Revolution event is happening, visit www.rosewinerevolution.com/events.

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