

JOIN THE ROSÉ REVOLUTION!

CELEBRATING DRY ROSÉ

ROSÉ REVOLUTION KICKS OFF AROUND THE WORLD ON NOVEMBER 14

Australian-wide events that showcase and celebrate dry Rosé

For Immediate Release

31 October 2012

Rosé Revolution, a celebration of dry* textural Rosé wine, officially kicks off again for 2012 on Wednesday November 14 with exciting events in capital cities and regional areas around Australia. The nation-wide launch will involve tastings and Rosé soirees open to everyone, and will kick off the celebrations throughout the summer months.

Meet the winemakers, chefs & personalities declaring their love of these wines over fun, relaxed tastings of over 50 of Australia's best Rosés. Dress in pink, listen to some great music and enjoy food matches for the wine that the French embrace each summer, drinking more of it than white wine.

Over the past year, Rosé wine sales over \$15 have grown at 29 percent, twice that of the total bottled red or white wine in the same price bracket.** In the last 12 months, the hash tag #roserev has reached over 500,000 people on Twitter with over 6000 tweets from Rosé lovers around the world.***



This year, the Rosé Revolution 'Real Men Drink Pink' campaign will encourage even the 'toughest' of the male species to enjoy dry, textural Rosé. Ambassadors including celebrity chefs such as Matt Moran, Luke Mangan and Channel 7's Glenn Wheeler will be encouraging men around Australia to embrace France's favourite summer-time varietal, showing them its versatility and appeal, especially with food.

Sydney:

Where: The Winery, Surry Hills

When: 4-6pm

What: Free Rosé laneway tasting from 4-6pm. Launch Party upstairs from 6.30pm onwards.

Cost: \$70 for drinks & canapés from 6.30pm

Bookings: info@thewineryurryhills.com.au

Melbourne:

Where: Feddish Café Bar & Restaurant

When: 5pm

What: Enjoy a tasting glass of Rosé, mingle with the local winemakers and enjoy delicious canapés overlooking the Yarra River at Feddish Melbourne

Cost: \$30pp

Bookings: bookings@feddish.com.au

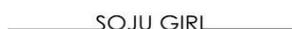
Adelaide:

Where: The Lion Hotel

When: 4-7pm

What: Vinomofa hosts this year's Rosé lineup, with food by The Lion at Adelaide's first serious vino party this spring

Cost: \$30pp



Bookings: <http://events.ticketbooth.com.au/event/roserevolutionadl>

Canberra:

Where: Soju Girl

When: 5-7pm

What: Free tasting hosted by Chris Carpenter and Peter Bell

Brisbane:

Where: Kettle and Tin

What: Free Public tasting from 5 - 7.15pm followed by Rosé Soiree hosted by Michael Ellis, The Wine Punter at 7.30pm

Cost: \$70pp for dinner

Bookings: phone 07 3369 3778

Perth:

Where: Lionel Samson Cellars

When: 4-8pm

What: Rosé tasting, cheese platters provided

Cost: Free

To see where your local event is, check out: <http://rosewinerevolution.com/events.html>

Can't make the kick off? Discover delicious Rosé at one of the many other events throughout summer, or get involved and host your own Rosé soiree. All wine lovers, bars, restaurants and retailers are encouraged to join in the conversation and organise their own Rosé Revolution events.

Over 50 wineries are participating this year, including De Bortoli Wines, Dominique Portet, Logan Wines, Omrah by Plantagenet, Shelmerdine, TarraWarra, Innocent Bystander, Rogers & Rufus and Geoff Merrill.

For more information on how to get involved, visit the website or contact the team via email at rose_revolution@debortoli.com.au

- Ends -

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Website: <http://rosewinerevolution.com>

Facebook (www.facebook.com.au/rosewinerevolution)

Twitter (www.twitter.com/rosewinerev) Join the conversation by using the hashtag #RoseRev

* Not formally defined, but wines with <6g of residual sugar are generally classified as 'dry'.

** Nielsen – Off Premise Wine Sales - MAT 30 June 2012

*** TweetReach Report – 16 Sept 2011 - 15 Sept 2012



SOJU GIRL

