

JOIN THE ROSÉ REVOLUTION!

CELEBRATING DRY ROSÉ



ROSÉ REVOLUTION KICKS INTO GEAR ON NOVEMBER 14 2012

EVENTS SHOWCASE AND CELEBRATE DRY ROSÉ FROM AROUND THE WORLD

For Immediate Release

25 September 2012

The annual celebration of dry, textural Rosé wine will kick off this year on 14 November, with Rosé tastings being held in most capital cities as well as regional areas around Australia.

Rosé Revolution 2012 will continue to spread the word about dry, textural Rosé, a conversation started in 2010 with support from wineries in Australia and abroad. In the last 12 months, the hashtag #roserev has reached over 500,000 people on Twitter with over 6000 tweets from Rosé lovers around the world. *

Recent figures show that Australians are falling more and more in love with premium Rosé, recognising what the French have known for years; it is a versatile wine perfect for any season and although it is great to pour as an aperitif, it's also remarkably food friendly. In France, more Rosé is consumed during the summer months than white wine. The latest Nielsen figures show 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. **

"Just because it's pink doesn't mean it's not a serious wine," restaurant critic and Rosé Revolution 2012 spokesperson Simon Thomsen comments. *"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."*

Wineries participating this year include De Bortoli Wines, Dominique Portet, Logan Wines, Omrah by Plantagenet, Shelmerdine and TarraWarra, with others coming on board daily.

The 2012 campaign of Rosé Revolution begins on 14 November 2012, with kick-off events happening all over the country. Sydney's kick-off event will be taking place at *The Winery* in Sydney's Surry Hills, with a free Rosé tasting from 4.00pm - 6.00pm and Rosé Soiree Party from 6.30pm. Other events will be happening in Melbourne, Canberra (Soju Girl), Adelaide, Perth (Lionel Samson Cellars) and Brisbane (Claret House), as well as in regional areas such as Mudgee. Visit the Rosé Revolution website for the latest event information.

There are a number of live events and social media opportunities for wineries and Rosé consumers across the Southern Hemisphere's summer months. The Rosé Revolution team are putting a call out to all wine lovers, bars, restaurants and retailers to organise their own Rosé Revolution events.

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

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* TweetReach Report – 16 Sept 2011 - 15 Sept 2012

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