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### Rose Revolution starts today

Published on Wed, 14/11/2012, 10:04:37



By James Atkinson

**Rosé Revolution**, a celebration of dry textural Rosé wine, officially kicks off for 2012 today, with exciting events in capital cities and regional areas around Australia.

The nationwide launch will involve tastings and Rosé soirees open to everyone, and will kick off the celebrations throughout the summer months.

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.

The organisers say that over the past year, Rosé wine sales over \$15 have grown at 29 per cent, 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.

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.

Click [here](#) to see where your local event is. For more information on how to get involved, visit the website or contact the team via email at [rose\\_revolution@debortoli.com.au](mailto:rose_revolution@debortoli.com.au)

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