

# PAMPLUNE

Rosé with natural grapefruit flavors



## What is it ?

Rosé wine flavoured with natural grapefruit aroma, and light alcohol content (8.5%)

## How come ?

In fact, mixing dry wine with fresh fruit juice or syrup, is an old French tradition; people used to prepare this « wine-cocktail » themselves.

The ready-to-drink wine/juice mix first became commercially available just a few years back.

Easier, better, faster (could be a Daft Punk song).

## How does it look?

The pale pink hue of the wine reminds us of Provence wines, very fashionable and yummy !

## How does it feel ?

The association of the pomelo vivacity and the wine crispness gives a feeling of freshness and refinement. An explosion of fruits with an elegant touch of sweetness

## With ?

As an aperitif, or with spicy and exotic-flavored dishes, or as refreshment after a meal. To be served chilled

## For ?

Flavored wine is an introduction for those new to the wine experience; it could be a transition between soft drinks and more-mature beverage choices. The very attractive label with its upscale look will attract more sophisticated consumers as well.

## Did you know ?

This citrusy beverage is the star of the new market in France for flavored wine-based beverages. The phenomenon started in 2012 with a few bottles sold and now represents more than 30 million bottles sold yearly in France !!