



TOP BOTTLES

## Ready For Rosé? Here's What to Drink This Summer

Get ready for the fleet of 2021 vintages flooding retail shelves this summer

It's beginning to look a lot like summer. The warming weather is another sure sign that **rosé season is officially upon us**. And if they aren't already, then wine shops and retail stores across the country will soon be stocked with the newest vintages of everyone's favorite pink drink.

### Here to stay

Although many drinkers enjoy rosé all year round, there's no denying that people subscribe to the "rosé all day" lifestyle more often during the **spring and summer** months. According to NielsenIQ data, sales of rosé in the first quarter of 2021 reached just \$144 million, while sales during the second quarter jumped to \$216 million. And more rosé is on the way, as IWSR Drinks Market Analysis predicts rosé sales will grow by at least 70% by 2024. The growth is primarily due to producers making **better quality bottles**, changing the image of rosé from sweet, fruity wine to something with structure and elegance at a good price.

"Producers successfully marketed and expanded tastings over a number of years to change the American consumer's perception of what rosé wine is," Ryan Lee, a research analyst on the IWSR's U.S. team, noted in a **report**.

More winemakers than ever are experimenting with rosé now, too, leading to more styles for drinkers to enjoy.

"Consumers are spending more per bottle, particularly in the sparkling category," Liz Paquette, Drizly's head of consumer insights at BevAlc Insights, noted in the company's **2022 Rosé Wine Category Forecast**. "As consumers trade up, retailers can drive higher margin sales by stocking more premium offerings."

### Rosé for every occasion

Nowadays, people enjoy their rosé on more occasions than just their picnics and pool parties. Folks are making room for rosé at the summer **barbecue** and on the **holiday** dinner table, too.

"We started the harvest on August 17 last year. It was a dry harvest. So you will find more intense aromas and flavors and much more beautiful acidity in our rosés this year. And you can absolutely find enjoyment pairing them with food," says François Matton, a third-generation co-owner of Château Minuty.

Although new rosé vintages usually hit stores in early spring, shoppers are likely to see an uptick in 2021 bottles on shelves over the next several weeks and through summer. Blame supply chain issues for the delays.

In the meantime, though, many 2020 vintage rosés are still ripe for the taking and worth drinking while waiting for new releases to trickle in.



### Château Minuty 281 Côtes de Provence Rosé 2021 (~\$83)

Who says that rosé can't be high class? With scores well above 90 points from wine critics at Wine Enthusiast and Robert Parker's Wine Advocate, this blend of Grenache and Syrah made by Provence winery Château Minuty proves that rosé can indeed be a drink of sophistication. Shimmering pale pink, the wine displays complex aromas and flavors of citrus fruits and white flowers. The palate is lush and filling with pronounced minerality that's noticeable through the long and memorable finish.

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