



Produced on land refreshed by the Atlantic Ocean, Bordeaux rosés have characteristics that are unique in France. Notes of red berries and a light aroma of boiled sweets, a crystal-clear pale pink colour, mouth-feel, fruit and freshness on the palate: Bordeaux rosé is a fantastic option when the weather is good. In addition, it goes perfectly with all gourmet-inspired dishes.

The rosé style

Light, lively, fruity and elegant.

AOC

Bordeaux rosé

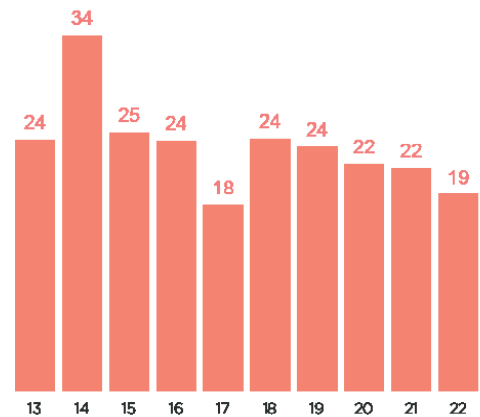
1,000 winegrowers, merchants and cooperative cellars, carrying on the unique tradition of Bordeaux rosé.

While AOC Bordeaux rosé can be produced throughout the Bordeaux region, it is the Entre-deux-Mers that accounts for more than 70% of the production of this style of Bordeaux.

- Average size of areas declared as AOC Bordeaux rosé per estate: **3 hectares**
- **3,300 hectares** spread over the entire vineyard in 2022
- **4%** of vineyard production

Over the past 5 years, the size of harvests in Bordeaux vineyards has been strongly impacted by climate hazards (frost, hail), with production of red wine taking precedence over rosé.

- **144,000 hectolitres produced** in 2022 (equivalent to 19 million bottles) (down 11% vs 2021).



PRODUCTION OF AOC BORDEAUX ROSÉ
IN MILLION BOTTLES CIVB SOURCE: CUSTOMS

The know-how

High-precision harvests

- Ensuring a perfect state of health in the vineyard.
- Adapting the optimum harvest date to suit the grape variety.
- Harvesting at dawn to take advantage of cool mornings.
- Transporting the grapes quickly and gently.

Winemaking

Bordeaux rosé wines are made in a similar way to dry whites. In the **direct pressing** technique, the whole or de-stemmed bunches are pressed immediately and the clear juice is fermented straight away. This technique results in **aromatic, fresh, pale pink rosés, to be consumed within two years.**

Blending grape varieties

Like most Bordeaux wines, rosés result from **blending grape varieties and plots.** Bordeaux grape varieties are as different as they are complementary, and blending them gives wines of great aromatic richness. Like a chef combining flavours, the winegrower, cellar master and oenologist blend the different grape varieties **to achieve perfect harmony, balance and colour.** Bordeaux rosés are made from **all the black grape varieties planted in AOC vineyards in Bordeaux.** Cabernet Franc and Merlot are the most commonly used, however.

*After 1 year in the vineyard and 3 to 4 months in the cellars,
the result is a fresh, fruity and delicious rosé.*



The style of

Bordeaux rosé

The sea-fresh feel of the new generation of Bordeaux rosés is not down to chance: it results from the terroir, and the lively influence of the Atlantic Ocean.

Character traits: *fresh, fruity and delicious*

Favourite colour *a brilliant pink of any shade*

On the nose: *intense, invigorating and fruity aromas* of red fruit (strawberry, redcurrant, etc.), flowers or the tangy freshness of pink grapefruit

On the palate: *mouth-feel, fruit and freshness*

Favourite temperature: *7-11°C when serving*

Favourite season: *spring, summer or even the whole year round*

Favourite occasions: *as an aperitif or to accompany a barbecue*

Favourite pairings: *tapas, crudités, charcuterie, exotic cuisine, summer salads, burgers, pizzas, grilled fish or fruity desserts.*

Obsessive fear: *not being drunk in the first 2 years of life*

Favourite song: *Bordeaux Rosé by Claude François*

A format to suit all tastes

Choosing a bottle of wine always comes down to the occasion for opening it. The various formats available for Bordeaux rosé are conducive to a friendly, high-quality tasting, offering excellent value for money!

The Bag in Box is:

- PRACTICAL: long shelf life after opening and easy to keep cool in the fridge.
 - QUALITY FRIENDLY: the wine is never in contact with the air, unlike a bottle that has been re-corked.
 - ECONOMICAL: 3- or 5-litre format.
 - ENVIRONMENTALLY FRIENDLY: recyclable and lightweight materials.
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From bottle to magnum.

The Bordeaux bottle is upright and elegant with high shoulders. Over the centuries, it has kept its typical shape and its ability to preserve the wine while becoming lighter. To impress and to cater for several guests, **the magnum** (1.5 litres) is a format that enhances the dining table without costing a fortune. Less commonly available in supermarkets, it will more often be found in wine shops, online or directly from the estate.

In the Bordeaux rosé family

AOC BORDEAUX CLAIRET A fresh and delicious regional gem

On the palate, the light tannins of a red wine, and all the freshness of a rosé.

Bordeaux Clairet is produced throughout the Bordeaux region. These wines have an atypical style and unique history. They can be considered the ancestors of present-day Bordeaux, as in the 15th century people spoke of the “clear and good wine” of Bordeaux. Three centuries later, the English used the term “French claret” for the wines they bought in Bordeaux. Today, around a hundred winegrowers perpetuate this tradition. Somewhere between a deeper pink and a lighter red, the secret of Clairet is the longer maceration time compared with Bordeaux rosé (between 24 and 48 hours). Clairet has more structure than a rosé due to the light touch of tannin, and it is fleshier.



GRAPE VARIETIES: merlot • cabernet sauvignon • cabernet franc

TO TASTE...

- Aromas: blackcurrant • strawberry • rose
- Ageing 1 - 2 years
- Serving temperature: 7 - 11°C

A FEW FIGURES

(2022 DATA)

- 167 winegrowers • 339 hectares
- 15,000 hectolitres // equivalent to 2 million bottles (down 2% vs 2021)

WITH picnics and grills, mixed and colourful salads, shellfish and seafood platters, exotic dishes, desserts based on red fruit.

AOC CRÉMANT ROSÉ DE BORDEAUX Pink sparkling Bordeaux

Finely sparkling and lively wines, with aromas of small red fruit.

Although the Crémant de Bordeaux appellation is one of the youngest in the region (1990), the production of sparkling wines in Bordeaux is a century-old tradition. These wines can be produced throughout the Bordeaux vineyard. Harvesting is exclusively by hand. Crémant de Bordeaux rosé is finely sparkling and lively, with aromas of small red fruit. The colour is pale pink with orange reflections.



TO TASTE...

- Aromas: redcurrant, strawberry, raspberry
- Ageing 1 - 2 years
- Serving temperature 7 - 11°C

WITH appetisers, shellfish, cheese or desserts

MAIN GRAPE VARIETIES: cabernet franc, cabernet sauvignon

A FEW FIGURES (2022 DATA)

- 113 winegrowers • 434 hectares
- 30,000 hectolitres produced in 2022 // equivalent to 4 million bottles (up 34% vs 2021) / (up 387% in 10 years)



SALES OF BORDEAUX ROSÉ IN 2022

CIVB - customs // AOC Bordeaux rosé + AOC Bordeaux Clairet

154,000 hectolitres sold in 2022 i.e. 4% of total Bordeaux sales.

80% France

20% Export

4 million bottles exported for a value of 14.5m.

Main destinations

No. 1: BELGIUM

No. 2: GERMANY

No. 3: SWITZERLAND