

Press Release - February 2019



L A R O C H E

Life in pink !

A fashionable colorful Rosé ...

Rosé 2018 : fresh and enticing



Géraud Blanc, vine and wine manager at Mas la Chevalière describes this wine with passion: “This Rosé 2018 is a blend of 60% Grenache, 25% Syrah, and 15% Cinsault. The Grenache, in majority, imparts wild red fruit and crisp grapefruit aromas. The Syrah contributes its signature vivacity, as well as a nice spicy structure; and the Cinsault, a newcomer to the blend, completes this wine’s remarkable aromatic range with floral notes which balance the blend with complexity. This meticulously selected blend of grapes results in a tantalizing pale pink hue with dark purple notes, while maintaining the acidity, freshness and a low level of alcohol — as beautiful in the glass as it is on the palate.”



...in a colorful collector bottle!

We created a unique, unforgettable bottle for this wine, inspired by the Laroche motto itself: “See, Breathe and Taste the Experience.” The confetti decorating the bottle celebrates the richness of the fruit, and the aromas of a wine worth inviting to your party. A magnum will also be available beginning with the 2018 vintage.

Mas la Chevalière, in the heart of the Languedoc

Mas la Chevalière belongs to Laroche, which started producing Chardonnay in the heart of the Languedoc. It has been dedicated to quality winemaking for nearly four decades, producing highest-quality reds, whites, and rosés with balanced acidity, and subtle aromas that reflect its carefully tended terroir.



MAS LA CHEVALIERE
LANGUEDOC

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Availability in Restaurants / National Distribution

US Importer: WILSON DANIELS / Contact: Alexandra Schrecengost - AlexSchrecengost@wilsondaniels.com
For more detail, please contact the Laroche marketing department: camille.devergeron@larochewines.com



www.larochewines.com