



# CHATEAU GASSIER

EN SAINTE VICTOIRE

## An authentic Provencal rosé brought to you by Gassier

*In 2021 Gassier is giving you the chance to savor the treasures of this beautiful region thanks to its 'Journey in Provence' collection*

### Esprit Gassier

This cuvée is made from a blend of varietals including Syrah and Grenache. It displays a beautiful light peach hue, fruity and spicy nose and rich, smooth palate dominated by notes of nectarine. With Esprit Gassier, the domaine has set itself the challenge of bringing a taste of Provence to the bottle label. This cuvée embodies our values of sharing and conviviality whilst inviting you on a journey of discovery through the flavors and aromas of Provence. It is the perfect wine to take to a picnic, to enjoy on a summer's evening on the patio with friends or simply to slip in your bag if you head out on a long walk in the countryside...



### Collaboration

The 'Journey in Provence' collection from Esprit Gassier is the fruit of an encounter, the result of the domaine's partnership with 6 influencers who all share the same love for Provence, including @CuriousProvence, @Jenna.Mzn and @LaModeAixoise. Each influencer was entrusted with the task of coming up with their favorite Provencal moment and helping us to reflect the atmosphere on to the bottle label. The result is six unique and original bottle designs with a 100% silkscreen printed label made exclusively for this collaboration. Whether you're in the mood for a spur of the moment boat trip, a bike ride through the countryside or a relaxing moment in a hammock on the beach, the choice really is yours!

### Discovery

The team at Château Gassier is proud to have had the opportunity to share its limited edition cuvée at various events in France including Paris, Bordeaux, Marseille and Lyon as well as a number of international events. The domaine is also planning the opening of pop-up stores in order to make its collections known. The first pop-up store opened in Aix-en-Provence in June 2020. On various dates to come, each store will be given a new decoration to reflect the image of Esprit Gassier and Provence by bringing to life these six moments for several days in each different town. The pop-up stores offer tasting workshops, competitions and promise a true taste of the Provence lifestyle.

PRESS RELEASE – MAY 2021





## **Esprit Gassier 2020**

**RRP 12.00€**

Sold in restaurants, wine stores and on the following online stores :

<https://www.chateau-gassier.fr/boutique/>

[https://www.vinatis.com/2459\\_chateau-gassier](https://www.vinatis.com/2459_chateau-gassier)

*Esprit Gassier Technical Sheet 2020*

## **The 'Journey in Provence' Collection**

6 themes to choose from:

- Spur of the moment boat trip to a hidden creek
- Festive evening in the mountains
- Relaxing in the shade of a camper van
- An afternoon by the pool with friends
- A bike ride through the countryside
- Lying in a hammock on the beach



## **About Château Gassier**

*Château Gassier flies the flag high for the exceptional wines of cru Sainte-Victoire. This wine domaine lies just a few kilometers from Aix-en-Provence, the town of a thousand fountains, and embodies the culture and ideals of the French Riviera and the Provençal Art de Vivre.*

*These 40 hectares of organically grown vines are planted in a truly outstanding terroir at the foothills of the Sainte-Victoire mountain. Château Gassier brings out the very best from this exceptional geographic setting and lays bare the true diversity of the Sainte-Victoire terroir in every single one of its cuvées.*

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## **Practical info**

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