



The rise of Rosé

The popularity of Rosé wines seems unstoppable. As the fastest growing category of wine in South Africa, it seems that wine lovers are following the trending international popularity for pink wines.

No longer just associated with the sweet tasting and luminous cerise pink examples of the past, the new wave of Rosés are delicate, classy, refined and complex. Rosé has evolved into a drink that now impresses with its quality not only in Provence, but also in South Africa; home to a spectacular selection of impressive Rosé with critical appeal.

From seriously styled Anthonij Rupert Jean Roi Cap Provincial Rosé and Delaire Cabernet Franc Rosé, to the joyful fruit-forward exuberance of Beyerskloof Pinotage Dry Rosé, Saronsberg Shiraz Rosé and Ernie Els Big Easy Rosé and the elegance and grace of De Grendel Rosé, Cederberg Sustainable Rosé and Mulderbosch Cabernet Sauvignon Rosé there are so many stylistic nuances to discover and fall in love with. There's effortless flirtatious fun to be found in Ken Forrester Petit Rosé, Cape Town Wine Company Rosé, Klein Constantia KC Rosé, Diemersdal Sauvignon Rosé, Protea dry Rosé, Buitenverwachting Blanc de Noir and the very newly released Haute Cabrière Pinot Noir Rosé.

"We live in a visually rich world, where aesthetic beauty is generously shared through social media. The rise in popularity of Rosé is perfectly in sync with this hedonistic view of wine having the great power to seduce at first sight," says Cape Wine Master, Heidi Duminy. "There are few wines that are so instantly enticing – and then to discover the fantastic diversity of styles and expressions is a journey of sheer delight."

With such a rich display of exquisite qualities, 'pink' is an obvious choice for creatives who see life just a little bit differently. The delicate structure striking a balance, display of colours, attractive aromas and perfect palate weight, leaves no reason to not explore Rosé as a wine to love in its own right.

In July, Meridian celebrates the rich colour expression of Rosé with some of South Africa's creative influencers and wine lovers. Each influencer received a Rosé from our portfolio with a unique pantone and quote with a challenge to capture their interpretation of their particular Rosé. Each of these creative submissions now stand a chance to win a Rollei 60mm solid glass lens ball for smartphone photography, valued at R700 and a case of these wonderful Rosés - if their entry gets the votes!

Follow the fun with [#ShadesofRosé](#) pink inspiration on our Facebook page to stand a chance to win a Rollei 60mm solid glass lens ball if your chosen influencer wins with the most votes.

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