



The Rise of Rosé

Wine lovers around the world have spoken. Rosé is no longer just a wine style to be enjoyed whilst the sun is shining, and the temperatures are soaring.

The incredible surge in the popularity of Rosé shows this is a wine style that is now enjoyed by many more consumers, all year round.

The New Zealand Winegrowers 2019 Annual Report shows exports of New Zealand Rosé reached 5.195 million litres last year. That is more than double the 2.389m litres of 2017, and nearly 10 times that of 2010, when New Zealand exported 0.559m litres of Rosé.

Rosé is now the fourth largest New Zealand wine export and, while a minnow compared to Sauvignon Blanc's 231m litres, isn't too far behind Pinot Gris at 8.67m litres, and beats Chardonnay (5.088m litres exported in 2019) for the first time.

"While we are seeing proof of the increase in popularity of Rosé in our exports, this doesn't tell the whole story. There is an incredible rush on New Zealand Rosé in the domestic market as well," said Philip Gregan, CEO of New Zealand Winegrowers.

The style of Rosé is changing too. New Zealand makes a diverse array of Rosé styles, from fresh and fruity to savoury and textural. They come in a rainbow of pink hues, but typically they are a lighter-bodied, drier, paler and more refined version of what consumers may previously remember.

Pinot Noir grapes are the mainstay of New Zealand's Rosé production, especially in cooler, southern wine regions like Marlborough and Central Otago. Other common varieties used are Merlot and Syrah from warmer Northern regions such as Hawke's Bay.

Rosé is a surprisingly versatile wine style, with both red and white wine characteristics, making it a popular option for consumers.

There's a Rosé to suit most food types and occasions, and while well suited to frivolity, they can also offer substance and sophistication. Rosé will happily partner with canapés, savoury tapas, seafood, light pasta dishes or many Thai, Indian and Mediterranean-style dishes.

If you are looking for an excuse, next week on Wednesday February 5 is New Zealand Rosé Day. The perfect occasion to celebrate an up-and-coming wine style, with a glass of chilled New Zealand Rosé of course.

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<https://www.nzwine.com/en/our-winestyles/rose/>

New Zealand wine is exported to more than 100 countries and is New Zealand's sixth largest export good. Exports are currently at \$1.86 billion by value.