

LEADING FRENCH ROSÉ BRANDS IN THE U.S.

(thousands of 9-liter case depletions)

Brand	Importer	2018	2019	2020	2021	2022	Percent Change ¹ 2021-2022
Whispering Angel	Moët Hennessy USA	420	490	534	565	571	1.1%
La Vieille Ferme ²	Vineyard Brands Inc.	230	337	436	397	414	4.3
Gérard Bertrand	Gérard Bertrand USA	225	282	330	345	390	13.0
Miraval	Vineyard Brands Inc.	123	125	147	158	164	3.8
The Beach by Whispering Angel	Moët Hennessy USA	25	100	110	150	162	8.0
Yes Way Rosé	Prestige Beverage Group	50	134	151	165	135	-18.1
Rose All Day	Biagio Cru Wines & Spirits	52	75	88	91	86	-5.5
Fleur de Mer	E. & J. Gallo Winery	73	83	78	85	80	-6.5
Bieler	Trinchero Family Estates	73	84	79	80	76	-5.2
90+ Cellars ³	Latitude Beverage Co.	57	60	62	56	63	11.5
Diving into Hampton Water	Gerard Bertrand USA	20	30	35	41	63	51.1
Fleurs de Prairie	Deutsch Family Wine & Spirits	64	73	67	65	62	-5.5
Chateau de Campuget	Dreyfus Ashby & Co.	59	61	50	51	53	3.9
Maison St. AIX	Kobrand Corp.	26	31	37	52	52	-
Maison No. 9	E. & J. Gallo Winery	-	-	45	45	50	10.0
Aime Roquesante	Luneau USA	80	85	60	60	45	-25.0
Vanderpump	Palm Bay International	19	33	38	44	45	4.0
The Pale Rose by Sacha Lichine	Shaw-Ross International Importers	-	-	-	40	45	12.5
Belleruche	Folio Fine Wine Partners	132	120	109	55	31	-42.5
Total Leading French Rosé⁴		1,729	2,203	2,456	2,545	2,586	1.6%

¹ Based on unrounded data

² Includes still and sparkling

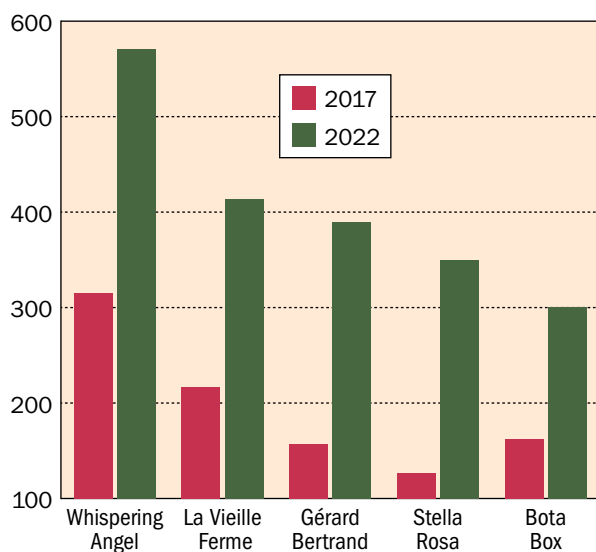
³ Excludes Rosé from other origins

⁴ Addition of columns may not agree due to rounding.

Source: IMPACT DATABANK ©2023

TOP FIVE ROSÉ BRANDS IN THE U.S.

(thousands of 9-liter case depletions)



Source: IMPACT DATABANK ©2023

France Reigns

French labels have become synonymous with rosé, even as the segment grows more crowded, with new selections hailing not only from France but also other rosé-producing regions. After three straight years of annual declines in rosé wine shipments from Provence, 2022 exports to the United States rose 4%, according to Impact Databank. Import volume is still below pre-pandemic levels, but the shipment value of Provence rosé is higher now than in 2019, up to a new all-time high of €143.4 million (\$151.1 million). And while the double-digit gains of the past two decades are now in the rear-view mirror, French rosés, like kiwi Sauvignon Blancs, remain one of the few bright spots in an otherwise sluggish U.S. wine market. Each of the top five French rosé brands posted gains last year, for a combined 5.3% increase to 1.7 million cases.

“Given the steady growth we’ve seen in the category, I expect we’ll continue to see the growth of French rosés, and specifically Provence,” says Paul Chevalier, vice president of Château d’Esclans at Moët Hennessy USA, noting that the company’s Whispering Angel has become the benchmark for the category. “While domestic-produced rosés from California and Long Island, New York, are gaining traction, Provence rosé continues to lead category sales and currently holds 63% of rosé share on Drizly.”