

ENTERTAINING IDEAS

Rosé Earns Its Place With Champagne Lovers

(NAPSA)—Long celebrated in Europe, Rosé is now more popular than ever among Champagne consumers in the U.S. Produced only in the Champagne region of France, Rosé Champagne was shipped to the United States to the tune of over 1.3 million bottles in 2005, a whopping 126 percent increase over 2003 figures.

Experts say the increased popularity of Rosé Champagne in the U.S. market is due to a variety of factors. “Whether it is driven by consumers’ curiosity or by the aggressive marketing campaigns of several prominent Champagne houses, Rosé has become the bubbly of choice of many American wine lovers,” said Office of Champagne, USA Director Sharon Castillo.

The wide spectrum of pink hues and exceptional flavors offered by Rosé, as well as its versatility, makes this style of Champagne a favorite among chefs and masters of wine.

“Rosé is not sweet, as one might infer by its color; it has a lot more flavors of the Pinot Noir grape—strawberry and bright red cherry—combined with great acidity. I have enjoyed Rosé with grilled veal chops and it did not miss a beat,” says Barbara Werley, one of only 13 female Master Sommeliers in the United States.

A perfect companion for any-



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thing pink, from salmon and turkey to strawberry tarts, Rosé also enhances every sushi meal. “Rosé tends to be richer and fuller flavored so it stands up to rich, oily-textured sushi,” states Werley. While Rosé finds its fan base among women, men are increasingly drawn to it. Shipments are projected to continue to rise as a number of Champagne brands introduce their styles of Rosé to the U.S. market. So whether enjoying it with a meal or by itself, it does not appear that America’s love affair with Rosé will end anytime soon.

To learn more about Rosé, visit www.champagne.us.