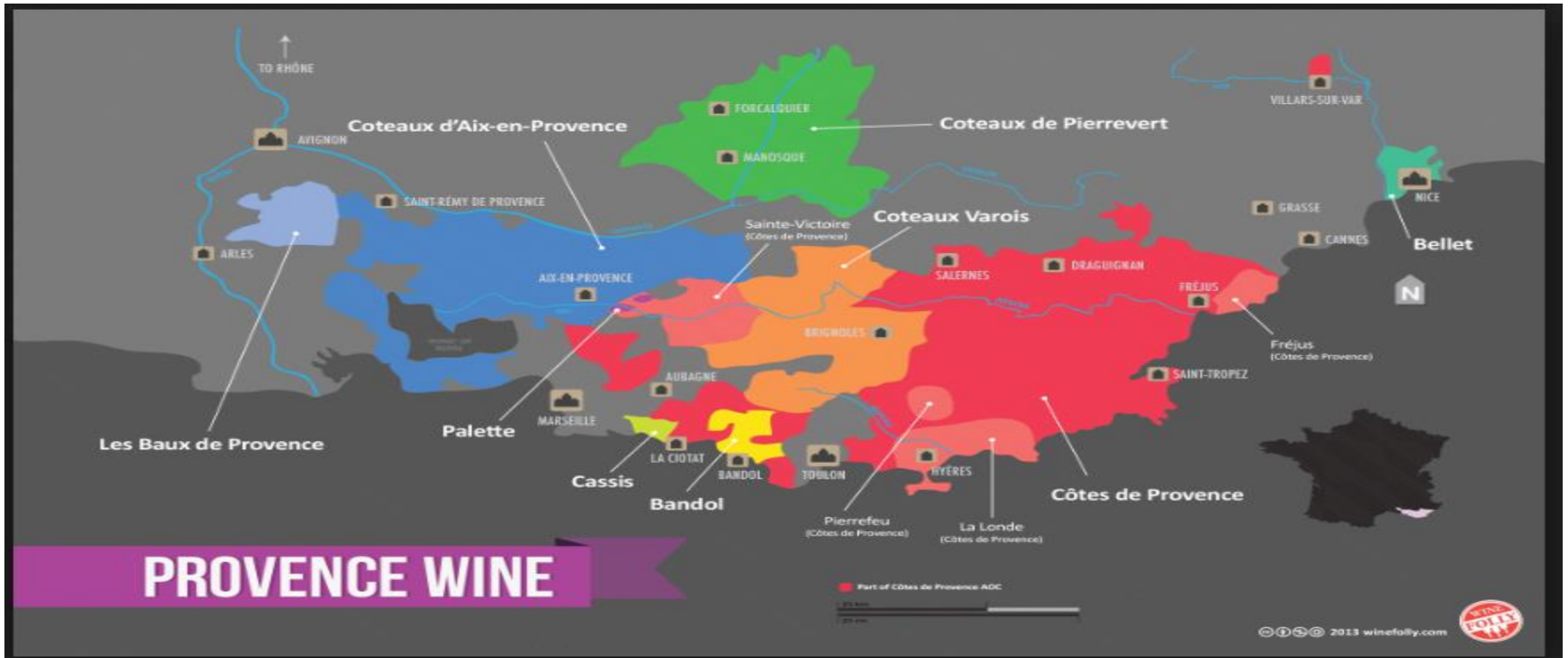


# Rosé de Provence : a success story





# Rosé de Provence

## Few figures

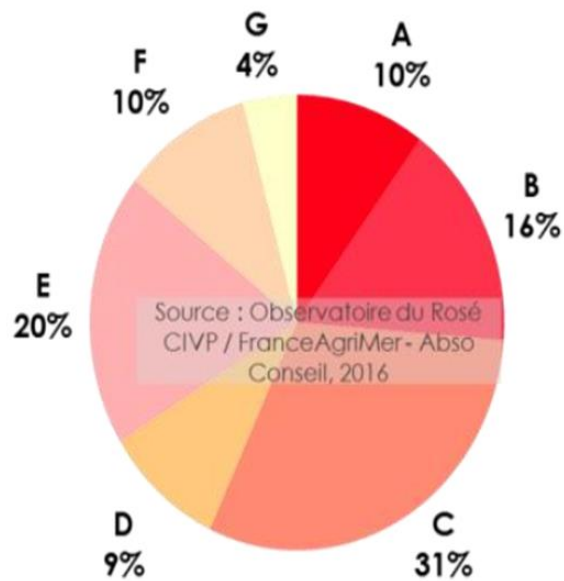
- 70000 Acres      600 acres planted every years
- 13 000 000 cases produce per year
- 9 out of 10 are Rosé  
90% Rosé   7% Red   3 % White
- 623 Wineries
- Export increased by 500% in  
Last 15 years



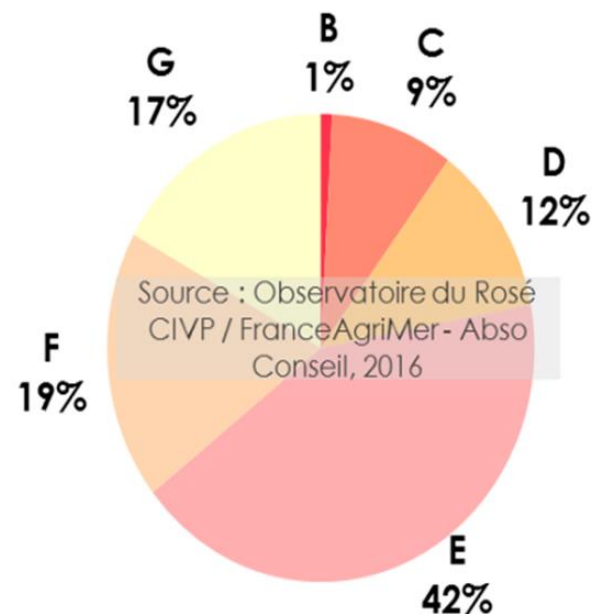




FRENCH :FIRST CONSUMER OF ROSE IN THE WORLD  
HALF OF FRENCH POPULATION DRINK ROSE  
WOMAN AND YOUNG GENERATION ARE THE FIRST COSUMER  
FRENCH ROSE MARKET INCREASE 20% PER YEAR



All Rosé



Rosé de Provence

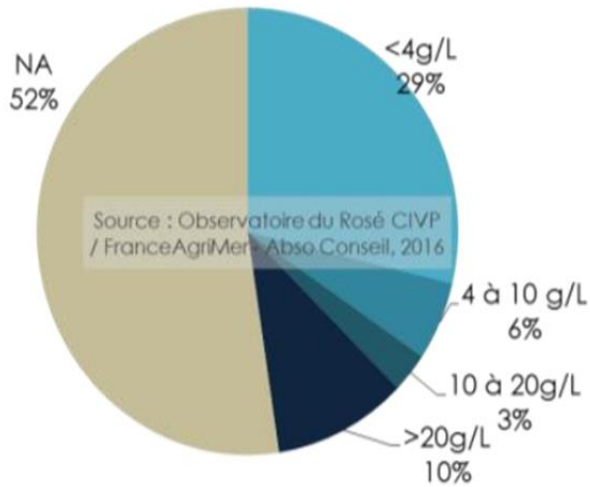
**color of Rosés consumed in the world**



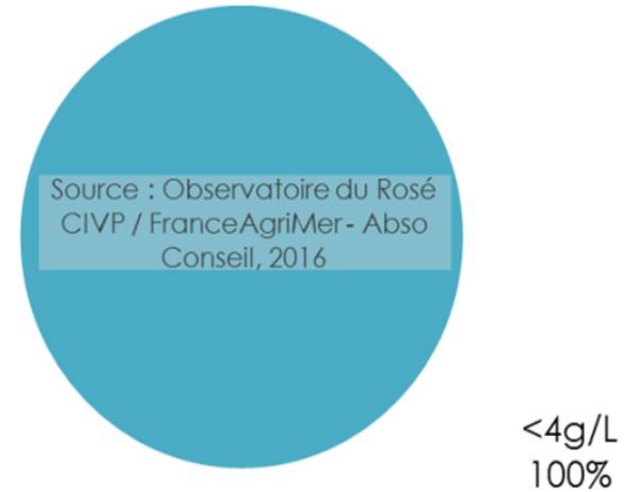
## ORDER OF PREFERRED COLOR

- 1/PEACH
- 2/MELON
- 3/MANGO
- 4/POMELO

Nuancier des Vins Rosés



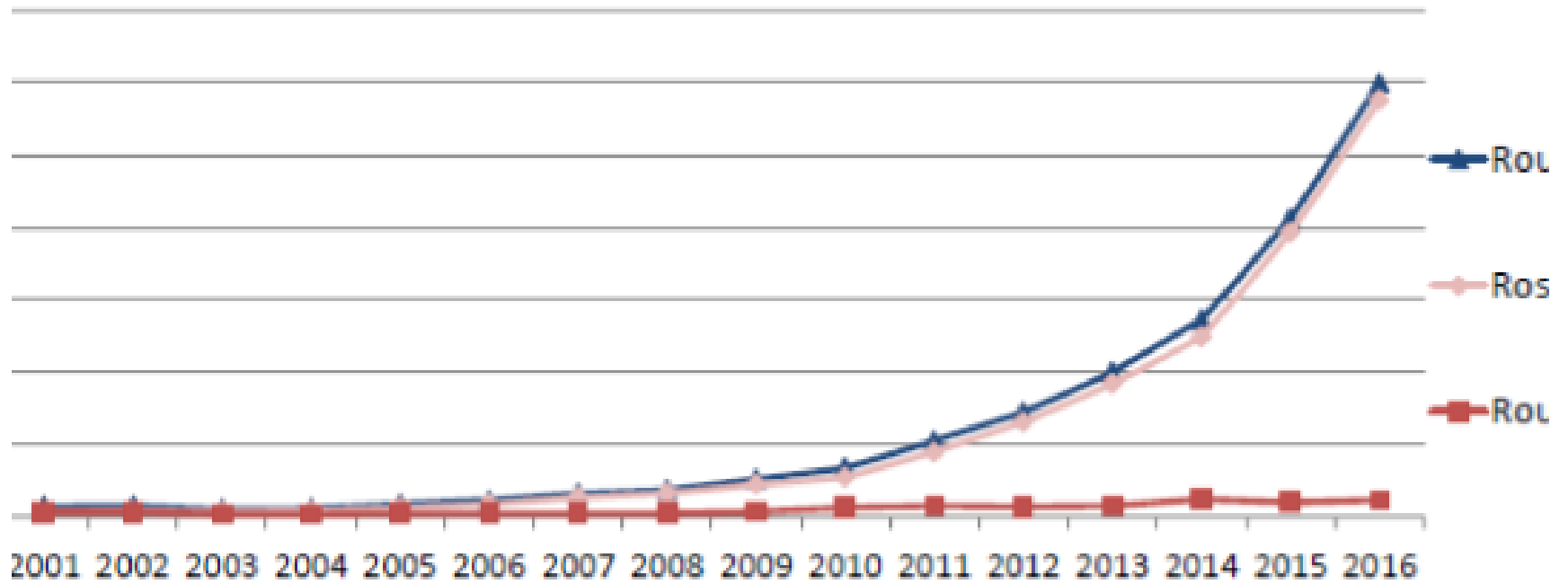
all Rosé



Rosé de Provence

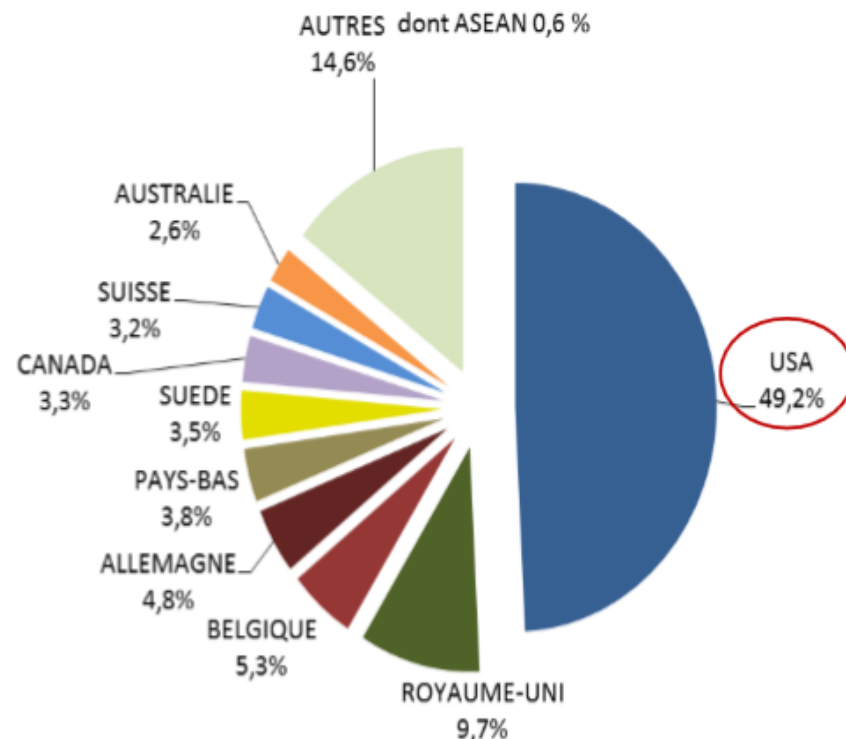
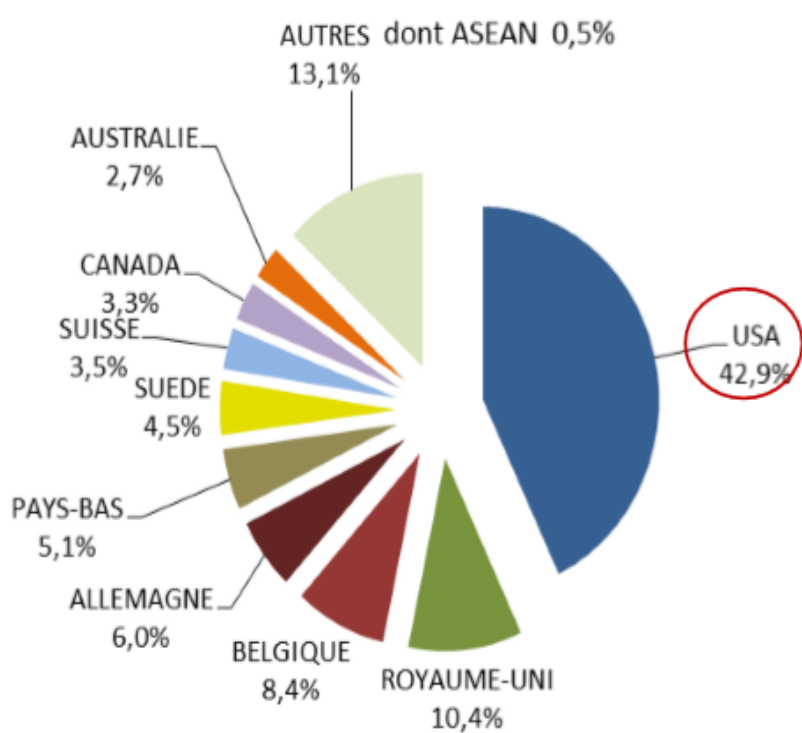
**Rose sugar levels consumed in the world**





# EXPORTATION OF ROSE DE PROVENCE TO US

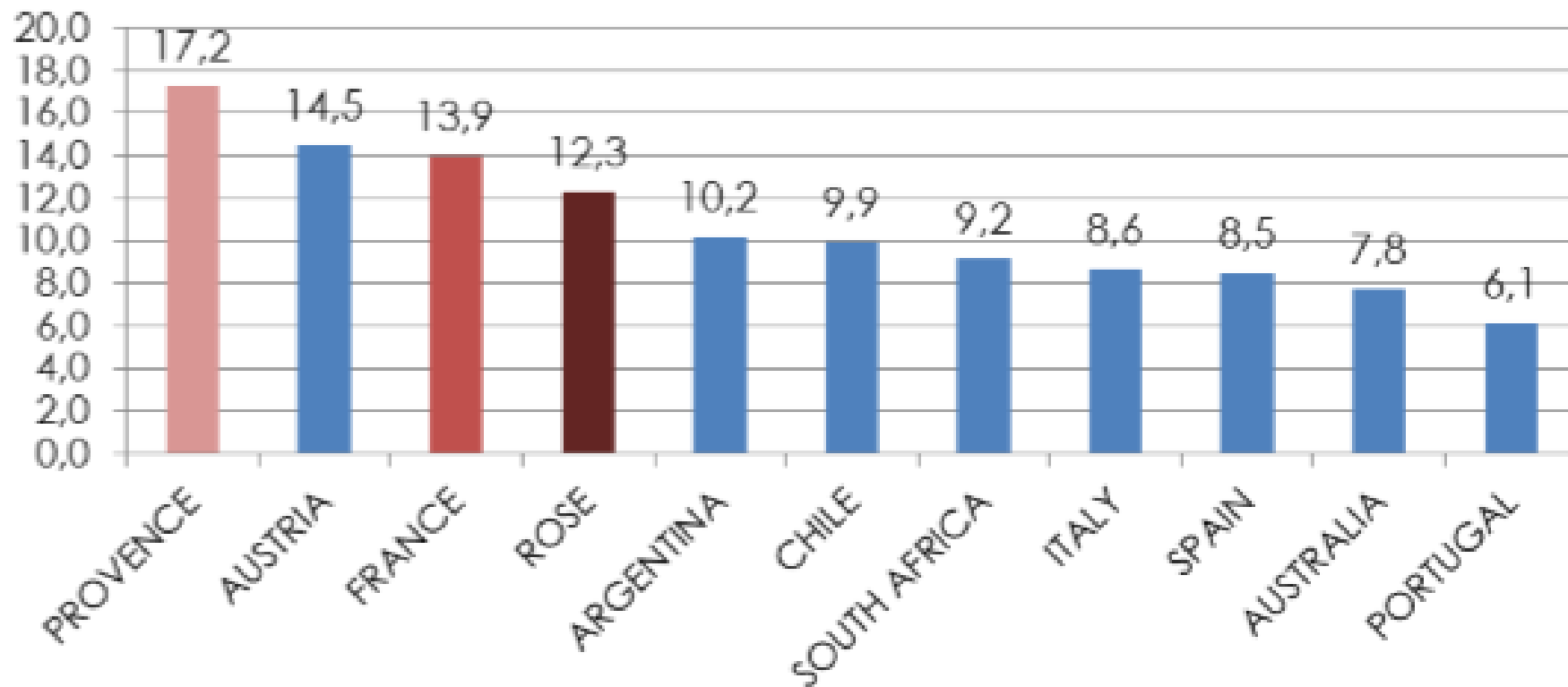
MULTIPLIED BY A FACTOR OF 72



## THE USA PLACE IN ROSE'S EXPORT

USA / FIRST IMPORTER OF ROSE DE PROVENCE

# AVERAGE PRICE ROSE DE PROVENCE IN US



# CANADA



PACIFIC OCEAN

MEXICO

Gulf of Mexico

