

Banville Wine Merchants Appointed National Importer of Rose Gold, Cotes de Provence Rosé

New York, New York – January 19th 2024- Beginning February 1st, Banville Wine Merchants announces the newest addition to their portfolio of fine wines, Rose Gold Cotes de Provence Rosé by Casey Barber. Rose Gold has taken the market by storm and in a few short years has gained national recognition as a leading Provence Rosé in the \$19.99 range. Currently ranked #3 in Nielsen data out of Texas for Still Rose \$15.99-\$19.99, Rose Gold is a valuable and exciting addition to the portfolio. In 2024, Rose Gold is poised to build on its success in the state of Texas and national account channels through engaging programming and a supported sales organization with National reach.

“Through focused sales initiatives, captivating marketing plans and quality in every bottle, Rose Gold will be an integral part of growing our business in 2024. Our dedicated National account team will continue to build on Casey’s success and the Divisional Managers will offer layers of additional support that will directly effect results. Our strong on premise footprint will open doors for Rose Gold to shine and make a big impact on discerning palates across the country.” – Gina DellaVedova, VP National Sales .

Rose Gold and Banville Wine Merchants share common values and strive to bring high quality wine with an authentic story to the US market. Rose Gold embodies one woman’s commitment to bringing the essence of Saint Tropez to your glass. Made from a blend of primarily Cinsault and Grenache, Rose Gold is born in sun kissed vineyards just 30 miles North of Saint Tropez. “The spark for Rose Gold was ignited over 20 years ago on a trip to Provence. The warm breeze off the Mediterranean, crisp pink wine with mineral notes that paired well with every moment, and those Rose Gold sunsets left an imprint on me that never left. I made it my mission to bring that feeling home to friends and family, and in 2017, Rose Gold was born.” -- Casey Barber, Founder of Rose Gold, Cotes de Provence.

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About Banville Wine Merchants

Banville Wine Merchants is a female owned National Importer of fine wine, artisanal beer and craft spirits from around the world with Wholesale companies in New York, New Jersey, Washington DC, Virginia and Oregon. Founded in 2004 with deep roots in Italy, today Banville Wine Merchants represents meticulously selected wineries and distilleries from top producing regions around the world that share a common belief in integrity, quality, authenticity and family. For more information please visit www.BanvilleWine.com.

About Rose Gold

Established in 2017 by Casey Barber, Rose Gold Cotes de Provence Rosé aims to bring a taste of Saint Tropez to your glass. Over 20 years ago Barber fell in love with the taste, the people and the South of France and in 2017, decided it was time to bring her love to life. *Transport yourself with Rose Gold.* For more information visit: www.RoseGoldWine.com .

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