

## FOR IMMEDIATE RELEASE

### **Rose Gold, Côtes de Provence Wine, Expands Global Reach: Lia Tolaini-Banville Partners with Rose Gold Founder Casey Barber**

New York, NY – Rose Gold, the renowned Côtes de Provence wine brand, is excited to announce the new partnership between Lia Tolaini-Banville and founder Casey Barber. This partnership aims to enhance the brand's presence and sales across the USA and Canada, as well as in international markets, including Europe and Asia.

Known for its outstanding quality and exceptional flavor profile, Rose Gold over the past 8 years has captured the hearts of wine enthusiasts throughout the United States. Rose Gold is proud to be associated with the prestigious St. Tropez appellation, located within the Côtes de Provence, the Pierrefeu Appellation, an area often referred to as the "Golden Triangle" of Provence for rosé production. This authentic heritage adds to the pedigree and prestige of the brand.

"Lia's expertise in the wine industry and her passion for quality perfectly align with our mission at Rose Gold," said Casey Barber. "Together, we are excited to explore new markets and bring our beloved rosé to a broader audience."

"We believe that Rose Gold is ready for the next chapter" said Lia Tolaini-Banville. "With our combined efforts, we aim to introduce this exquisite rosé to new consumers while ensuring that our standards of excellence remain uncompromised."

As Rose Gold prepares to expand its horizons, the brand remains dedicated to its core values of quality, sustainability, and authenticity.

For more information about Rose Gold and this new partnership, please visit [www.rosegoldwine.com](http://www.rosegoldwine.com).

#### **\*\*About Rose Gold:\*\***

Rose Gold is a premium Côtes de Provence wine brand known for its exceptional quality and commitment to excellence. The partnership between Lia Tolaini-Banville and Casey Barber marks an exciting new chapter for Rose Gold, ensuring growth for the brand while maintaining a focus on quality production and its authentic roots in the prestigious St. Tropez appellation.

For more information or interview opportunities, please contact:

Lia Tolaini-Banville

Banville Wine Merchants

[lia@banvillewine.com](mailto:lia@banvillewine.com)

[www.banvillewine.com](http://www.banvillewine.com)

**Banville Wine Merchants**, headquartered in New York, is a premier importer and distributor of fine wines and spirits. With a dedication to offering high-quality, authentic selections, Banville has established itself as a trusted partner for winemakers and customers alike. The company prides itself on building strong relationships within the industry and providing exceptional service and expertise.