



Created in March 2021,  
the International Association of Rosés de Terroirs  
is taking action!

**"Rosés de Terroirs Expérience", a three-year strategy (2022-2024).**

On 30 November 2021, the Association Internationale des Rosés de Terroirs (AIRT) adopted a **first three-year strategy entitled "Rosés de Terroirs Expérience"**, with the aim of enabling specifiers, retailers and ultimately wine lovers to find, discover and taste rosés from terroirs, in France but also progressively abroad.

Over the next 3 years, the association aims to

- to co-opt and promote **100 benchmark wines** from around the world (34 to date);
- to organise **10 professional events** targeting the media and retailers;
- to mobilise **300 partner tasting-sales venues** (wineries, wine bars, restaurants, wine shops, etc.), particularly in France and the United States;
- to develop a **group of supporters on social networks**, one professional (500 prescribers and retailers), the other general public (5,000 lovers).

In the spring of 2022, this strategy will take off, with :

- the progressive display of the **"Rosés de Terroirs Expérience" logo** by the estates and retailers offering one or more of the vintages selected by the association;
- a **first event dedicated to the "mad" of rosés de terroirs** (producers, retailers, media).



**Permanent tasting and press briefing at Wine Paris 2022.**

The association invites you to visit the **Cru Tavel stand at Wine Paris 2022 (Hall 4 E 305):**

- for a **press briefing on 14 February at 12 noon** in the presence of several winegrowers, as well as **Jérémy ARNAUD**, director of Terroir Manager, an expert in the rosé market;
- and for a **tasting "expérience", without an appointment and throughout the show, of the rosés of the terroirs co-opted to date** (list on [www.rosesdeterroirs.com](http://www.rosesdeterroirs.com)).

**For all requests for information, interviews and samples**, and to join the privileged circle of "mads" of terroir rosés, **Sandra GAY**, head of AIRT, is at your disposal: [contact@rosesdeterroirs.com](mailto:contact@rosesdeterroirs.com).

## Selected « cuvées » as of 1 January 2022.



On [www.rosesdeterroirs.com](http://www.rosesdeterroirs.com), the association :

- receives candidacies from all over the world all year round;
- establishes and updates the list of selected « cuvées » by referring them to the winegrowers concerned (e-mail, website).

As of 1 January 2022, **34 « cuvées »** have been selected.

The rosés of the terroirs accepted by the association during its co-option tastings are :

- of **great diversity**; in fact, through its colour and above all its taste, each one tells a story linked to a natural location (characteristics), a winemaker (personality, talent), and a singular ambition (choices, bias);
- at **least 1 year old**;
- compliant with French regulations in terms of **ecophyto assessment** (quantity and quality of pesticide residues authorised in the wine).

**AOC Bandol** (France) : Château de Pibarnon, Château Pradeaux, La Bastide Blanche, Domaine Maubernard, Domaine la Sufrière (cuvée tradition), Domaine de Terrebrune, Domaine de la Tour du Bon

**AOC Bardolino Chiaretto** (Italie) : Le Fraghe, Guerrieri Rizzardi

**AOC Bordeaux Clairet** (France) : Vignobles Chaigne et Fils (cuvée Château Ballan Larquette)

**AOC Côtes de Provence** (France) : Château de Roquefort (cuvée Corail), Clos Cibonne (cuvée Château Cibon)

**AOC Côtes de Toul** (France) : Maison Lelièvre (cuvée Les Evêques)

**AOC Côtes du Rhône** (France) : Domaine de l'Odylée (cuvée Rosé d'Automne)

**AOC Costières de Nîmes** (France) : Château Beaubois (cuvée Elégance)

**AOC Faugères** (France) : Domaine de l'Ancienne Mercerie (cuvée Frou Frou)

**AOC Rosé-des-Riceys** (France) : Pascal Manchin, Jacques de France

**AOC Sancerre** (France) : Domaine Fournier Père et Fils

**AOC Tavel** (France) : Les Vignerons du Castelas (cuvée Respelido), Les Vignerons de Tavel et Lirac (cuvée Trésor des Sables), Cellier des Chartreux (cuvée Domaine les Hautres-Roches), Domaine des Muretins, Domaine Maby (cuvées La Forcadière et Prima Donna), Domaine Pélaquié, Domaine Lafond Roc-Epine, Château d'Aquéria, Château Trinquevedel (cuvées du Château et Les Vignes d'Eugène), Château de Manissy (cuvée la Langoustière), Domaine le Vieux Moulin, Domaine Corne – Loup, Domaine Amido (cuvée les Amandines), Les Grandes Serres (cuvée La Rosé d'Aimée).