NEWS RELEASE

Naked Wines “Drink Pink” and Crowdfund The UK’s Next Provence Rosé Through An Interactive Wine Tasting

2/9/2017

- Naked Wines customers have voted for the next Provence Rosé to hit our shelves through a customer-powered wine tasting
- Pre-orders of Château Saint Hilaire Provence 2016 have so far totalled over £30,000 realising winemaker Bruno Lapierre’s dream of selling his wine in the UK

8th February 2017

As a nation we are certainly not afraid to “Drink Pink”. Sales of Provence Rosé have been rising steadily for a number of years and Naked Wines has seen a 17%1 increase in the past year. Naked Wines, like the rest of the UK, are holding their fingers crossed for a hot 2017 summer and have asked their customers (Angels) to vote for the next big Provence Rosé to hit the UK.

The Naked Wines Angels have spoken, and have done so with force. They picked Bruno Lapierre’s Château Saint Hilaire Provence 2016 from a line-up of 37 undiscovered Provence Rosé wines at an interactive wine tasting event. Naked invited 16 Angels to their Norwich HQ to taste their way through all 37 wines and choose their favourite in an interactive tasting that was streamed live to 53,000 people on Facebook.

Just four hours after the tasting, Bruno Lapierre was added to the Naked Wines website and 600 UK Angels crowdfunded over £30,000 for Bruno. The funds raised mean that Bruno’s dream of creating and selling his own wine in the UK has been realised.

In return for investing in Bruno’s first UK vintage, the Angels will be rewarded with the first taste of Bruno’s Château

Saint Hilaire Provence Rosé 2016 with a 37% saving on the listed price.

Eamon FitzGerald, Naked Wines UK Managing Director, said: “This is a completely different way of buying wine where everybody wins. Every month, our customers invest their hard-earned pennies into talented independent winemakers, so it’s only right that they tell us where to spend it. Demand for Provence Rosé wines has skyrocketed in the UK, so we’re thrilled to add a top-notch Provence Rosé to our range, and welcome Bruno on board.”

For more information visit: **https://www.nakedwines.com/marketplace**

ENDS

Enquiries:

Kate Keogh

07733371169 / 01603 281800

kate.keogh@nakedwines.com

-

Total rosé wine sales at Naked Wines 03.02.15–02.02.16 vs. 03.02.16–02.02.17