

WHY ROSE IS HERE TO STAY (ПОПУЛЯРНІСТЬ РОЖЕВОГО ВІНА В США)

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У доповіді розповідається, чому рожеве вино французького Провансу набирає популярності на ринку США.

While rosé fever might only have swept the population within the last decade, the wine itself is by no means new. In fact, there are indications that winemakers have been thinking pink for thousands of years, and many of the first recorded wines, made in ancient Greece and Provence's modern-day Marseille in 6th century B.C., were actually rosé.

But while rosé has been in existence for millenia, its consumption has only increased significantly in recent years: 37 percent of U.S. adults drink it today, compared with 24 percent in 2007. Of those 21 to 24 years old, 26 percent consider the wine to be “trendy.” Beyond that, in 2017, Wine Intelligence reported that rosé was the sixth most-consumed alcoholic beverage, and in 15 years, production and consumption of rosé wines are projected to increase to 25 million hectoliters — truly illustrating the power of pink.

It's not just rosé in general that's on the rise. The consumption of Wines of Provence in particular has increased year over year in the U.S., and in an article titled “How Americans Consume Rosé”, Forbes reports that “Provence stands out as the clear choice in rosé consumption”. The rest of the world agrees: There is a steady global demand for Provence rosés.

Provence's popularity is no surprise. These rosés are timeless and iconic, and the region remains unfazed by fads, sticking with the style it's best known for. Because these rosés are terroir-driven, rather than winemaker-driven, and made from vines grown specifically for rosé production, you know exactly what you'll get when you pop the cork. And to ensure the continued quality of its rosés, Wines of Provence has even opened a research center – Le Centre du Rosé – dedicated to education, mastery, and conservation, thereby guaranteeing rosé lovers will be able to enjoy the region's dry, light, and lovely wines for years to come.

We're currently witnessing a dry and pale rosé phenomenon. Production of pale rosé around the world has increased 4 percent in just the last five years (from 2013 to 2018), while darker hues now make up a much smaller percentage of the market than they did.