

Buzet-sur-Baise, March 2022

## NEW ORGANIC ROSES FROM LES VIGNERONS DE BUZET

Les Vignerons de Buzet have obtained **organic certification** for two of their **rosé wines**, including a new wine, **ROSEE D'UN JOUR**, destined for the supermarket channel. The other rosé, the premium ROZET brand aimed at the On Trade, bears the organic logo from the new 2021 vintage.

The organic certification (the "AB" label in France) of two more rosé wines is the logical result of the increase in the vineyard surface area worked in compliance with organic specifications by Les Vignerons de Buzet's winegrowers.

In four years, the Cooperative has **increased the surface area of its organically-grown vineyards fivefold**. Today, there are 400 hectares, i.e., **20% of the total vineyard area**, certified as organic or undergoing organic conversion.

The Les Vignerons de Buzet vineyards currently cover 1,935 hectares. The Cooperative has been using treatments and growing methods that protect the environment and people since 2005.

### ROSÉE D'UN JOUR: THE NEW ORGANIC, ECO-DESIGNED WINE FOR THE SUPERMARKET CHANNEL

The ROSEE D'UN JOUR front label is adorned with transparent droplets to convey the wine's **very pale hue** and **fresh character**.

The **ladybird** is a **tribute to this tiny creature, an auxiliary to the vine**, that thrives in the habitats created by our winegrowers: hedgerows, grassy strips, plant cover, undergrowth, natural meadows, and wildland.

ROSEE D'UN JOUR is a **fresh, fruity** organic rosé, produced with respect for the environment and biodiversity in particular.

Reflecting the Cooperative's **eco-design policy**, the bottle is also eco-friendly:

- Lightweight bottle: 410g
- Carbon-neutral stopper
- 100% recycled paper
- Optimised label format to reduce waste at the printers
- Capsule printed with water-based inks

Grape varieties: Cabernet Franc, Merlot



#### Press Contact

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## ROZET: THE 2021 VINTAGE OF THE PREMIUM ROSÉ FOR THE ON TRADE WITH ORGANIC CERTIFICATION



ROZET is a gastronomic rosé crafted from a selection of vineyard plots. Fruity and luscious, it is an ode to the life that thrives in our vineyards thanks to measures taken by our winegrowers to preserve and enrich the biodiversity (protection of rare and protected species and endemic species, use of plant cover between the vine rows, etc.)

The ROZET bottle has also been eco-designed:

- Bottle weighing less than 500g
- Carbon-neutral stopper
- Optimised label format to reduce waste at the printers

To ensure that this premium wine is enjoyed in perfect condition, a snowflake appears on the label when the wine is at the right serving temperature thanks to the use of heat-sensitive ink.

Grape varieties: Cabernet Franc, Merlot

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