

DISCOVER:

— BRISTOL FARMS WINE & SPIRITS CATEGORY BUYER SHARES HER MONTHLY FEATURED BRAND —

As we welcome the warmth of May, there's no better time to celebrate Rosé—the quintessential wine of spring and summer. Rosé has long been cherished for its versatility, charm, and beautiful balance of freshness and fruit. Its origins date back thousands of years to ancient Greece and Rome, where lighter-colored wines were the norm. In Provence, France—often considered the spiritual home of Rosé—winemakers perfected a dry, elegant style that has inspired generations of producers around the world. Today, however, Rosé is more than just a trend; it is a category that is rich in style, tradition, and regional character.

What makes Rosé so captivating is its diversity. From the pale pink, citrus-tinged bottlings of Provence and Corsica to the vibrant, fruit-forward expressions from California's Central Coast, Rosé reflects the land and climate of where it's grown. For example, cool coastal climates like Monterey and Santa Barbara yield crisp, mineral-driven wines with bright acidity and notes of strawberry and grapefruit. On the other hand, warmer inland regions like Paso Robles and the Rhône Valley create fuller bottles bursting with watermelon, cherry, and subtle spice. Whether made from Grenache, Pinot Noir, Syrah, or Sangiovese, styles range from bone dry to lightly off-dry, offering something for every palate.

This May, we're shining a spotlight on Rosé—not just as a wine, but as an experience. We've curated a special selection, both from iconic producers and exciting new voices, each telling their own story through the glass. Whether you're enjoying a poolside picnic or a Mother's Day brunch, Rosé invites you to pause, enjoy, and celebrate the beauty of each moment.

Let's raise a glass to Rosé—refreshing, radiant, and ready to be discovered.

Jennifer Olivera, Master Sommelier 1, WSET Wine and Spirits II, Wine & Spirits Category Buyer, BF Corporate Office

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