



# Alternative packaging

Beyond labels

BRUNOLAFON  
wine selection

## Rosé d'été (Shrink Sleeve), Vin de France, Rosé, 2020

Vin de France, VSIG, France



As we head into beautiful summer weather, there's no better way to celebrate than to be outside. And, while it's great to celebrate and raise a glass on your own, why not invite family and friends over to join in the fun of a rosé indulgence?

### PRESENTATION

"Vine growing and wine are in my blood. With my native Burgundian background, moving to the South of France and a warmer climate was an opportunity to write my own story". This idea of beautiful summer weather was our guide line when Bruno Lafon produced this wine full of sunshine flavors and fragrant Mediterranean scents.

### WINEMAKING

Traditional winemaking process in stainless vessels with careful temperature control to protect the natural fruit flavors, typical of both varieties. Direct pressing and stalk removal at 5°C.

### VARIETALS

Grenache noir 50%, Cinsault 50%

### 12,5 % VOL.

Contains sulphites. Does not contain egg or egg products. Does not contain milk or milk-based products. No..

### SERVING

T° of service: 10°C / 50°F.

### AGEING POTENTIAL

Enjoy all year long, 2 to 3 years



### Bruno Lafon Selection

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ABUSE OF ALCOHOL IS DANGEROUS FOR YOUR HEALTH. DRINK RESPONSIBLY.



## TASTING

This beautiful pale-pink color blend of Grenache and Cinsault is a refreshing and well-balanced rosé. It offers a gorgeous mélange of upfront citrus, bright spring flowers and strawberry aromas that are framed by hints of crisp mouthwatering saline notes, finishing snappy and fresh.

Shrink Sleeves guarantee maximum shelf stand out and lend this bottle a certain brilliance that catches the eye, hence communicating the brand positioning and triggering additional purchase. The benefits of this special packaging are:

- PREMIUM LOOK underlining the wine quality;
- FLEXIBILITY with an unequalled surface for communication, full height and 360°;
- RESISTANT to scuffing, humidity and dirt;
- COMMENDABLE: no color migration;
- RECYCLABILITY: this shrink sleeve is "greener", as it is made of a 30% less dense and partially recycled copolyester. It also needs less material to be built and meet the same demands. It is easily removable from its package (which is fully recyclable), hence avoiding the use of solvents and polyesters used in traditional labels which are made difficult to recycle because not removable from the glass bottles.

