

# Let It Sail Rose

## THE FACTS

COUNTRY: France

REGION: Provence

APPELLATION: Cotes de Provence

CEPAGE: 34% Grenache, 33% Syrah, 33% Cinsault

ALCOHOL BY VOLUME: 12.5%

## THE STORY

"We created EthicDrinks to shake things up and build a better, more responsible future for wine."

Mickaël & Camille

Driven by purpose, rooted in passion: where sustainability meets great taste.

PHILOSOPHY: Because for us, great wine should not only taste good, it should do good.

We believe wine has the power to spark change. From the way it's grown to how it travels, every step matters. That's why we craft wines that care for people and the planet.

BIOGRAPHY: Mickaël grew up in a family where wine and environmental activism went hand in hand. His grandparents were winegrowers in Burgundy, and his father was a pioneer in sustainability. That legacy drives everything we do.

## THE ADJECTIVES

OVERALL: Fresh Provence rosé in a sailboat-delivered bottle.

AROMAS / FLAVORS: Wild strawberry, citrus zest, peach skin, mineral edge.

MOUTHFEEL: Crisp, light, with a soft and elegant texture.

## THE SELLING POINTS

Eco rosé: 300g bottle & sail-powered delivery

SUSTAINABILITY: Vegan

PAIRINGS: Seafood platters, tomato salad, Mediterranean tapas.

