

PastE

Eight Exciting Rosés You Should Be Pairing With ‘Barbie’

BY KATHLEEN WILLCOX, JULY 24, 2023



Photo by Dennis Vinther/Unsplash

Barbie’s makeover has been decades in the making, and recalcitrant members of the patriarchy notwithstanding, I think we can all agree that she’s better than ever. Yes, she still has monstrous proportions that would force her to crawl on all fours if she were alive, but thanks to the efforts of many activists in and outside of the company, Barbie is no longer the one-dimensional smiling fashion dolly she began life as in 1959. The process hasn’t been simple or smooth. As she—and her parent company, Mattel—attempted to evolve with the culture, the progress often felt like one step forward, two steps back.

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There's the problematic messaging for little girls, from the "Math class is tough" one-liner from Teen Talk Barbie circa 1992 to Computer Engineer Barbie, who infects computers with viruses until her male co-workers swoop in to help, circa 2010. Girls were basically being told that STEM is for boys until very recently. Then there's the ham-fisted attempts at inclusion, from the forehead-smacking Oreo Barbie and Cracker Barbie in 1997 to Mexican Barbie, who was outfitted with a fiesta dress, pink passport and a Chihuahua in 2013. In these cases, race and ethnicity felt more like a hodgepodge of easy stereotypes rather than a quest for authenticity. And let's not forget the outreach on disabilities: Share a Smile Becky, whose wheelchair wouldn't fit in the elevator of Barbie's Dream House in 1997, saw her line discontinued after an uproar.

But last year, an entire line of Barbies with disabilities was introduced to generally positive reviews, and Barbie the movie has a decidedly feminist message. By now, Barbie has had more than 250 careers in fields historically dominated by men, including NBA player, astronaut, Supreme Court justice and U.S. president.

Over the weekend, Barbie, in all of her plastic-fantastic yet three-dimensional glory, was unveiled in Greta Gerwig's whip-smart, fun, long-in-the-making film adaptation, Barbie. Starring Margot Robbie as the titular character and Ryan Gosling as Ken, the multifaceted tale unspools, with Barbie's dualities and complexities unveiled, examined and contextualized.

As narrator Helen Mirren intoned, "Because Barbie can be anything, women can be anything." Or at least, we hope. But pressing questions remain. One of them, surely is, what is the perfect pink drink to pair with Barbie? Read on for an array of delicious options.



A Seriously Fun Rosé

Barbie, and this rosé from Bouchaine, believe that hard work is important—but so is play.

"From the winemaking team to the vineyard crew, we are proud to be a women-led winery," says Bouchaine's president and winemaker Chris Kajani. "We are serious about what we do but are also serious about enjoying it! That's why our motto at Bouchaine is Wine Makes You Happy. Just like Barbie, we bring a sense of excitement and exploration to everything we do. The Vin Gris of Pinot Noir is a vibrant wine that grabs your palate and does not let go with notes of fresh picked strawberry and melon. Perfect for warm days at the Dreamhouse pool and time with friends."

2022 Bouchaine Estate Vin Gris of Pinot Noir (Carneros, Napa Valley)

In the glass you'll find layers of white nectarine, cantaloupe, watermelon and a touch of guava.