

# THE PALE



## PORTFOLIO ROLE AND PLACEMENT

- The Pale rosé is aimed at consumers aspiring to an opulent and epicurean lifestyle.
- Millennials describe The Pale as an emotion, something soothing and reassuring but at the same time a sophisticated and high-quality product.
- The Pale responds to their desire to drink something different from previous generations.



## FOOD PAIRINGS

- Canapés
- Cheese and crackers
- Barbecued food
- Pizza Summer salads



## GRAPE VARIETIES

Predominantly Grenache, Cinsault and Syrah



## FORMATS AVAILABLE

750ml



## KEY SELLING POINTS

- The Pale is an accessible symbol of luxury.
- Attractively priced option for new rosé consumers
- Rosé is now a year-round phenomenon.



## TASTE PROFILE

- Named after its transparent, pink colour, The Pale by Sacha Lichine embodies all the characteristics of an authentic rose from Provence.
- It is expressive both inside and out and bears great aromatic freshness on the nose followed by more subtle, fruity notes on the palate.
- Its elegant palate pairs nicely with its colourful and playful label. Let The Pale transport you to the roaring twenties!



## VINEYARDS

From grapes of the best vineyards that grow parallel to the Mediterranean coast, The Pale by Sacha Lichine is strongly influenced by the fresh sea air of the French Riviera. These salty and sundrenched soils give the wine a dry yet fruity character. Vin du Pays du Vars.



## VINIFICATION

The Pale comes from an assembly of softly pressed juices selected with the greatest care. Aging is done on fine lees 5-8 months in stainless steel tanks.