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Provence rosé producer Mirabeau hires Rob Dixon

By Martin Green | 11 December 2019



Former Tesco wine buying manager Rob Dixon has joined Provence rosé specialist Mirabeau as its new head of retail for the UK and Ireland.

Dixon announced last week that he was leaving Britain's largest retailer after a 15-year stint. He became senior wine buying manager in 2015, with a responsibility for French still and sparkling wine, including Champagne.

Mirabeau co-founder Stephen Cronk said: "We are delighted to have attracted such a high-profile wine industry figure to our family business. We believe his strong background in retail will be a major advantage as we move towards our 10-year anniversary in 2020.

"Provence rosé wine continues to grow globally and for Mirabeau the UK remains a key market and is as buoyant as ever. Rob will be working across all retail channels in the UK and, in particular, with our long-standing client Waitrose & Partners."

Cronk initially found fame with a viral video instructing people how to open a bottle of wine with a shoe. He quit his telecommunications job to move his family to the south of France and did not have the money to go down the traditional route of buying a chateau and enjoying the sunshine.

Instead he set about forging a burgeoning empire, working with a group of growers and creating a brand. Mirabeau wines are now sold in 50 countries, and in the UK they are available through Waitrose, Sainsbury's, Bibendum and Matthew Clark. Mirabeau has recently acquired a vineyard in the Maure mountains near St Tropez.

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