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MIRABEAU ROSÉ

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The Mirabeau story is one of following a dream and the pursuit of a deeply held passion for wine, but in particular the pale pink variety.

Rosé has long held a special and important place in the lives of the Cronk family, with Stephen and Jeany being big fans of the Provençal wines, that are befitting of halcyon days, sundowners on deck and cruising along the French Riviera. There is really no better companion for those alfresco dinners and happy moments, regardless of location.

Having previously given up a career in wine to pursue one in telecommunications, the regret of leaving the industry he once loved, soon caught up with Stephen. In 2009, after years of dreaming and scheming, Stephen and Jeany Cronk made the life changing decision to return to the world of wine and sold their house in South West London in exchange for the blue skies and sunshine of Provence.

Moving to the charming hillside village of Cotignac, they put the kids in the local primary school and set about finding the best vineyards and wine growers to work with to produce their first vintage of Rosé wine, the highly rated Mirabeau Classic in 2010.

Whilst they threw themselves into local life, the Mirabeau wine business went from strength to strength. With Mirabeau's Classic building a loyal following of customers and securing them a contract with the UK supermarket Waitrose, they quickly saw growth in other markets such as USA, Australia, Canada, Holland and Germany.

With big ambitions to make a world-class rosé wine, Pure and Etoile closely followed behind Classic and formed their core range from the iconic Côtes de Provence region..

Of this core range of wines, each wine has its own distinct character. Classic, is exactly what a great summery Provence Rosé should be like. Made from a blend of Grenache, Syrah and Cinsault, it is dominated by lush red fruits. Pure has a different profile, leaning towards citrus aromas with grapefruit flavours and a certain mineral quality, a perfect companion for an aperitif of lighter cuisines. Lastly, the gastronomic Rosé Etoile is made in smaller quantities from grapes grown at high altitudes in the Mont Ste-Victoire and is our choice of accomplished food wine, partnering well with grilled fish and meat.

Since the beginning Mirabeau has strived to meet the needs of their consumers, challenge the status quo whilst also having a bit of fun with new innovations! Along the way they've launched several new wines to compliment the heart of the range. These have included the sparkling rosé La Folie, made using the Charmant Method commonly found in Prosecco. The beautifully styled Forever Summer is following the trend for vegan and lower alcohol wines. Mirabeau have also bought into the canned wine movement with products such as the "Prêt-à-Porter-Rosé to go", which is perfect for any picnic or day at sea and have taken the ready to drink market by storm. Lastly the Mirabeau Dry Rosé Gin, made with 100% neutral grape spirit, infused with the Classic rosé, and distilled showcasing a host of local botanicals commonly found around the Mirabeau Estate, makes a delicious Mediterranean G&T. So there really is a lovely bottle of Mirabeau for every occasion.

Mirabeau is now the number one French rosé brand in the UK and has consistently been rated amongst the world's best rosés, winning a host of medals and awards, and sold the world over in some of the best retailers, bars and restaurants. Making a great product, however, was only part of the equation for

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Stephen and Jeany.

Last year marked the tenth anniversary of Stephen and Jeany moving to Provence as well as them achieving their ultimate ambition of being able to go back to their roots with their beautiful new wine estate, Domaine Mirabeau, just 30 minutes from St Tropez. Surrounded by quintessential Provençal villages and idyllic countryside, the 20-hectare estate includes 14 hectares of vines and boasts two gorgeous old farmhouses which have been recently renovated by Jeany to restore them to their authentic charm.

The location of the Domaine ties into Stephen and Jeany's deep commitment and respect for the environment which carries across all they do. Constantly striving to find new ways of producing leading wines whilst also respecting the surrounding ecosystem and showcasing the rich heritage and tradition of the region through the local artisans they choose to work with who share their values and are committed to using sustainably sourced ingredients from Provence.

With Mirabeau's wines available in Waitrose, Sainsbury's, Majestic and now online via their UK web-shop <https://www.mirabeauwine.com/shop/> as well as through Tünel/Mercavinos in Mallorca, a true taste of Provence is not too far away.

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