



MIRABEAU LAUNCHES BAG-IN-BOX ROSÉ

20th November, 2020 by Lucy Shaw

On-trend, British-backed Provence rosé brand Mirabeau has launched its Belle Année pink in a bag-in-box format at Waitrose stores across the UK.



The Vin de France rosé comes in a 2.25l box with Belle Année's contemporary pink and white branding, which holds the equivalent of three bottles of wine.

Belle Année launched earlier this year and was hailed as *db*'s best rosé under £10. The bag-in-box format is said to keep the wine fresh for up to a month.

Priced at £25.99, Mirabeau's founder, Stephen Cronk, describes the dry pink as "fruity and food-friendly" with aromas of strawberries and summer berries.

"Extending Belle Année to a bag-in-box format, perfect for keeping wine fresher in the fridge, seemed like a good idea. We all spend so much time at home at the moment and it's nice to know you have a chilled supply ready for a glass, whatever the occasion.

"The environmental credentials of the bag-in-box packaging were important to us. Being lighter to transport results in a lower carbon footprint and with an approachable price point, it appeals to a younger audience.

"Ironically, we named the wine 'Beautiful Year', unaware what was about to hit us all, but at least it allows us to dream of the sun, blue skies and better times," said Cronk.

Waitrose buyer, Marien Rodriguez, added: "We are excited to be launching the first bag-in-box from Mirabeau. Our sales of bag-in-box are in growth of 35% on last year, which shows that customers value the high quality of the wines and the convenience and great value that they offer."

Bag-in-box wines are enjoying a surge in popularity at the moment. According to Wine Intelligence, the category attracted 3.7 million new customers in France and the UK this year due to the convenience and value for money of the format.



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