

MIRABEAU PARTNERS WITH THE HONEST GROCER IN NEW ZEALAND

January 4, 2021



One of the world's most popular Rosé brands, [Mirabeau](#) has recently found its way to New Zealand, partnering with specialist online retailer [The Honest Grocer](#) to sell its award-winning wines and dry Rosé Gin.

"We are extremely excited to be making our debut in the New Zealand market with the Honest Grocer, a top-notch specialist online retailer that fits perfectly with our digitally led branding and strategy," says Stephen Cronk, Founder of Mirabeau. "We hope that our products bring a beautiful taste of Provence to our new New Zealand consumers."

Mirabeau came into being in 2009 when, after years of dreaming and scheming, Jeany and Stephen Cronk made a life-changing decision. Leaving the leafy suburbs of London with their three young children in tow, they headed for the blue skies and sunshine of Provence.

Armed with big ambitions to make a world-class Rosé wine, and willing to challenge established wisdom, they founded Mirabeau. They embarked upon the ultimate family adventure and created one of the world's most loved brands of Rosé.

The 20 hectare estate nestled in the picturesque countryside of the South of France, encompasses 14 hectares of Côtes de Provence AOP vines. Located 22 kilometres from the iconic Saint Tropez, Mirabeau appeals to young and adventurous wine lovers who enjoy an exciting, modern take on a French wine classic. The brand enjoys a fantastic reputation with numerous international awards and critical acclaim earned from some of the world's toughest wine critics including Robert Parker, James Suckling, Decanter Magazine and Wine Enthusiast.

The Core Range is a beautiful selection of Provence AOP Rosé wines, showcasing a large variety of taste and profiles. The Honest Grocer will feature bestseller Mirabeau **Classic Rosé**, a luminous pink colour with lavish aromas and expressive red summer fruit, and the ultra-pale **X Rosé** with a nose of elegant small red summer fruits and plenty of refreshing citrus aromas.

The Atelier Range is where the innovative spirit of Mirabeau truly shines, as it offers a diverse and original selection of products, among which The Honest Grocer selected the beautifully packaged and contemporary canned Rosé, perfect for outdoor enjoyment and moments on the go. For the Gin lovers, there is the first and one-of-a-kind Mirabeau Dry Rosé Gin!

Prêt-à-Porter Rosé Wine is a luminous pale pink colour Rosé packaged in a convenient 25cl can, with a charming nose of ripe cherry and raspberry, balanced by the subtle acidity of redcurrant. The taste experience is pleasantly summer fruit forward, with a light structure and a lovely freshness. A simply delicious Rosé, perfect to enjoy alfresco and on the go.

Mirabeau Rosé Gin is a classic dry gin full of Provencal flavours. Juniper led with layers of citrus, floral perfume, herbal and earthy tones all on a subtle grape roundness, soft enough to be sipped as it is or served with an aromatic tonic and a sprig of rosemary.

"As one of the most famous and loved Provence Rosé brands, Mirabeau perfectly fits our online offering," says Ben Nathan, Founder of The Honest Grocer. "We firmly believe its range of delicious Rosés, the contemporary can format and the stunning Dry Rosé Gin will be an instant hit among our members."

For purchasing Mirabeau Wines in New Zealand please log into <https://thehonestgrocer.co.nz/home>

For more information about the brand in other Asia-Pacific markets, please contact info@nimbilityasia.com



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20/F, Chinachem Exchange Square, 1-7 Hoi Wan Road, Quarry Bay, Hong Kong +852 5400 1258
Unit 04-110 WeWork, 4/F, 627 Huaihai Middle Road, Huangpu District, Shanghai 200020 +86 21 6330

6012

info@nimbilityasia.com