



The Winebow Group Launches AMBLE + CHASE Rosé, a Premium Can Wine from Provence

Richmond, VA—March 12, 2018—The Winebow Group is pleased to announce the launch of AMBLE + CHASE Rosé, a premium can wine sourced from sustainable growers in Provence, France. The new brand speaks to a growing demand from consumers for a high quality wine that is ready to be enjoyed anytime and everywhere.

“The Winebow Group is thrilled to launch AMBLE + CHASE Rosé, which perfectly merges our passion for fine wine with our ability to respond to market needs,” said David Townsend, President and CEO of The Winebow Group. “Decades of experience working with small, family-owned producers enables us to source wines from premium appellations that are authentic with a distinct sense of place. AMBLE + CHASE is precisely this, a quality rosé from the region recognized for its rosés.”

A blend of 40% Grenache, 30% Syrah, and 30% Cinsault, AMBLE + CHASE Rosé 2017 is pale salmon pink in color and shows complex aromas of cherry blossom and white raspberry, giving way to notes of juicy peach and ripe red grapefruit on the palate. The wine has a persistent freshness and salty minerality thanks to the vines’ southern exposure and cooling breezes from the Mediterranean.

The name AMBLE + CHASE pays homage to the winemaking process. During the long growing season, the winemaker will “amble” through the vineyard, watching over the vines and ensuring the highest quality fruit, which is followed by the “chase” when the grapes are ready to be harvested.

AMBLE + CHASE Rosé is packaged in a sleek, easy-to-carry four-pack of single-serving 250 ml cans designed in a rich blue reminiscent of the Mediterranean Ocean with a rosé-pink trim. The wine is available nationally with a suggested retail price of \$18.00 per four-pack.

In addition to a dedicated website at www.ambleandchase.com, there will also be marketing support that includes branded materials and giveaways.

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About The Winebow Group

The Winebow Group comprises national importer and distribution houses that offer comprehensive portfolios of fine wine, spirits, and sake from around the world. The company represents some of the most established, family owned properties in prominent growing areas, as well as a new generation of winemakers and distillers who are dedicated to innovation and quality. With a focus on education and outstanding customer service, The Winebow Group’s distribution network reaches over 70 percent of the wine consumption in the U.S. and includes the states of California, Connecticut, Delaware, Florida, Georgia, Idaho, Illinois, Maryland, Massachusetts, Minnesota, New Jersey, New York, North Carolina, Oregon, Pennsylvania, Rhode Island, South Carolina, Virginia, Washington, West Virginia, Wisconsin and Washington, D.C. This unprecedented reach and level of service make the company unique in the fine wine and spirits sector. For more information, please visit TheWinebowGroup.com.