

UP | *The Ultimate Summer*

ULTIMATE | PROVENCE

MAY 2023

THIS SUMMER, LONDONERS WILL BE TRANSPORTED TO THE SOUTH OF FRANCE AS CONTEMPORARY WINE BRAND, ULTIMATE PROVENCE, TAKES OVER LONDON'S FINEST ROOFTOP & TERRACE HOTSPOTS.

From March until late September, the distinctive wine brand will be bringing a taste of the chic Provence lifestyle to the Lilly's Café terrace in Covent Garden, Jin Bo Law's Sky Bar in Aldgate, Sabine Rooftop Bar in St Paul's and Brasserie Blanc in Fulham Reach, along with more locations to be announced soon!

Guests can look forward to sipping on a chilled, dry glass of Ultimate Provence Rosé at one of the stunning London rooftops or terrace locations. Each venue will be decorated with bespoke Ultimate Provence branding, and have regular bottles, magnums, and jeroboams available, to provide #theultimatesummer experience as rosé season comes to the capital.

Those heading to **Taste of London** from the 14th-18th June can also sip this crisp summer favourite at the Ultimate Provence stand - come and find them in **Tipi 3!**

For anyone who can't make it into the city, Ultimate Provence is bringing a taste of the sophisticated Provence lifestyle to stunning sporting, food and lifestyle events through a series of #UltimateTour pop-up activations around the UK. For information on more dates and locations, be sure to check their instagram: **@theultimateprovence**

Characterised by its distinctive and elegant fluted bottle, the vibrant pale pink Rosé offers a palate of intense aromas, revealing fresh lemon and exotic fruit notes, combined with bold florals and an unexpected subtle white pepper kick, in keeping with the spirit of Provence. The ultimate wine for any summer sipping occasion, Ultimate Provence is an expression of the Provence lifestyle.

Part of the MDCV wine group, Ultimate Provence is produced at a 114-acre natural wine estate of AOP Côtes de Provence vines, tucked away in the hills behind Saint-Tropez, where the Syrah grape variety flourishes. The eco-aware wine estate follows innovative wine practices, producing delicate and expressive wines.



Lilly's Café, Covent Garden

#THEULTIMATESUMMER

@THEULTIMATEPROVENCE

drinkaware

DISCLAIMER

This press release is intended for audiences of legal drinking age, who are encouraged to please enjoy Ultimate Provence responsibly.

NOTES TO EDITORS

For further information on imagery, please contact: UltimateProvence@alfredlondon.com
Customers can reserve a table via the partners websites, or the venues will accept some walk-in bookings.

SOCIAL MEDIA PROFILE | [@theultimateprovence](https://www.instagram.com/theultimateprovence)

ABOUT MDCV UK

MDCV UK has a vision to bring the finest English and Provencal wines to the UK market. Currently, its French estates span over 1000 acres and are already established in many global markets, with sales of over 4 million bottles.