

Ultimate Provence Partners with The Jockey Club as Official Provence Rosé

July 2025

Ultimate Provence, the bold, design-led rosé brand from the heart of Provence, is proud to announce a three-year partnership with The Jockey Club, becoming its Official Provence Rosé Partner across all major racecourses and events nationwide. The collaboration marks a major milestone for Ultimate Provence in the UK, bringing the taste of modern Provence to the heart of the British summer calendar.

The partnership kicked off in style last month at the Betfred Derby Festival at Epsom Downs, where UP took over the Blossom Garden bar, bringing a signature touch of elegance to one of racing's most iconic events.

This summer, Ultimate Provence continues its journey through the Jockey Club's vibrant event programme, including appearances at live music nights, starting with Tom Jones's live performance on Thursday, 1st August at the Newmarket Racecourse.

With its bold bottle design, refreshing flavour and "live in the moment" ethos, Ultimate Provence is the perfect pairing for a new generation of racegoers looking to elevate their experience, whether trackside or at one of the Jockey Club's legendary music nights.

"We're thrilled to be partnering with The Jockey Club to bring Ultimate Provence to some of the UK's most exciting summer events," said Emma Clark, Marketing Director at MDCV UK. "This collaboration is all about turning moments into memories, and there's no better place to do that than with a glass of UP in hand, surrounded by music, energy, and unforgettable experiences."

Ultimate Provence is available nationwide via **Hallgarten & Novum Wines**, as well as on-site across Jockey Club events throughout the year.

@theultimateprovence

For press enquiries, interviews or samples, please contact: Emma.Clark@mdcvuk.com.