

JULy 2026 – FOR IMMEDIATE RELEASE

MDCV UK SIGNS PARTNERSHIP WITH AWARD-WINNING ROSÉ BRAND APRÈS PROVENCE

MDCV UK has entered a four-year agreement with Après Provence, alongside taking an equity stake in the fast-growing Provence rosé brand as it continues its rapid expansion across the UK.

The partnership will see MDCV UK assume responsibility for the production and UK distribution of Après Provence, leveraging its in-region winemaking expertise in Provence alongside its established UK route to market across on-trade and retail channels.

Après Provence is a Côtes de Provence rosé, crafted at Château des Bertrands, in the heart of Provence. Since launching in 2025, Après has experienced rapid growth, securing listings across premium hospitality and retail channels.

Built around its ethos of *Rosé Without Rules*, Après Provence is positioned as a contemporary lifestyle brand for all-year-round drinking. Combining Provençal winemaking with a fresh approach to the category, it attracts a new generation of rosé consumers and creates strong opportunities for further expansion in the UK and internationally. The brand is also the Exclusive Rosé Supplier to the Emirates Great Britain Sail Grand Prix, in Portsmouth this summer.

The agreement further strengthens MDCV UK's presence in Provence rosé, building on its portfolio of estates including Ultimate Provence and Château de Berne, while introducing the contemporary, lifestyle-led brand in Après - reinforcing both MDCV UK's category leadership and its ability to grow distinctive partner brands within the UK market.

Continued...

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Gary Smith, CEO of MDCV UK, commented:

"This partnership reinforces MDCV UK's strong position in Provence rosé within the UK. Alongside estates such as Ultimate Provence and Château de Berne, we see a clear opportunity to further grow the category through our combined expertise in winemaking and distribution."

Tom Glanfield, CEO and Co-Founder of Après Provence added:

"This is a hugely exciting step for our brand. From day one, our ambition has been to build one of the world's most exciting rosé brands, challenging convention with our Rosé Without Rules ethos and bringing a fresh perspective to the category. 'Après' is about connection, spontaneity, shared experiences. It's a premium rosé built for a new generation of drinkers who want less formality and more energy."

Andy Turley, MD and Co-Founder of Après Provence, added:

"We're incredibly proud of what the team has achieved in just over a year in the market. Alongside multiple wholesale partners, we're already available in over 200 premium accounts nationally, and have won three highly recognised awards. 'Partnering with MDCV gives us the scale, expertise, and support to accelerate our growth while staying true to what makes Après Provence different.'"

Through the agreement, MDCV UK will support brand development while scaling distribution across premium on-trade, independent retail and national accounts.

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