

EMERGE INTO
A NEW DIMENSION



MAÎTRES VIGNERONS
DE LA PRESQU'ÎLE
DE SAINT-TROPEZ

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**GRAIN
DE GLACE**
WINTER ROSÉ

by MAÎTRES VIGNERONS
DE LA PRESQU'ÎLE
DE SAINT-TROPEZ



WINTER ROSÉ ENTERS
A NEW DIMENSION

CÔTES DE PROVENCE VINTAGE 2025



2025 COLLECTOR'S BOTTLE

NEW EDITION WITH A GIANT MAMMOTH FOR AN EXTRAORDINARY EXPERIENCE!



A VIRAL CONCEPT FOR SOCIAL MEDIA

THE AIM?

CREATE BUZZ ON INSTAGRAM & TIKTOK AROUND THIS NEW EXPERIENCE

1.

ENTER THE WORLD OF GRAIN DE GLACE IN AUGMENTED REALITY:

Bring a 3D mammoth to life right in your environment

2.

TAKE A SELFIE WITH THE MAMMOTH IN THE BACKGROUND

Share your photo: on Instagram

Identify @maitresvignerons
Tag 2 friends and enter our big competition!

3.

A FIRST IN THE WORLD OF WINE:

An immersive, social and viral experience designed to appeal to a younger, connected clientele.

VARIETIES
CINSAULT
GRENACHE
SYRAH



75CL



150CL



300CL

ROSÉ DE PROVENCE VINIFIED FOR WINTER ALWAYS TRUE TO ITS DNA!

- Carefully selected plots from the best terroirs in Provence
- Night-time harvesting to preserve freshness and aromas
- Low-temperature fermentation for exceptional freshness
- Available in 75 cl, 150 cl and 300 cl bottles with 3 exclusive designs



TASTING NOTE

COLOUR
Pale, crystalline,
evoking the purity of snow

NOSE
Citrus fruits, exotic fruits, very expressive

PALATE
Fresh, elegant and delicious



TASTING MOMENT

Grain de Glace accompanies your festive meals, your evenings by the fire or your aperitifs on the terrace. Even in winter!

IDEAL WITH



but also raclette and fondue!

COLLECTION GRAIN DE GLACE 17TH EDITION

➔ INSTAGRAM CAMPAIGN & PRESS

➔ PLV



POSTERS



BOX
1 BOTTLE + 2 WHITE GLASSES

1 PALLET = 456 BOTTLES
in upright boxes of 6 bottles
➔ 4 layers of 19 boxes