EMERGE INTO
A NEW DIMENSION



SCAN & CHAT WITH THE SAINT BERNARD





MAÎTRES VIGNERONS
DE LA PRESQU'ÎLE
DE SAINT-TROPEZ

CONTACT
04 94 56 32 04
WWW.MAITRESVIGNERONS.COM

Alcohol abuse is dangerous for your health - consume in moderation. Désolé, je parle pas !

GRAIN DE GLACE
WINTER ROSÉ

by

MAÎTRES VIGNERONS
DE LA PRESQU'ÎLE
DE SAINT-TROPEZ

SCAN & MEET THE SAINT BERNARD

WINTER ROSÉ ENTERS
A NEW DIMENSION

CÔTES DE PROVENCE MILLÉSIME 2026

2026 COLLECTOR'S BOTTLE

NEW EDITION FEATURING A SAINT BERNARD FOR AN EXTRAORDINARY EXPERIENCE!

A VIRAL CONCEPT FOR SOCIAL MEDIA

THE AIM?

CREATE BUZZ
ON INSTAGRAM & TIKTOK
AROUND THIS NEW EXPERIENCE

SCAN & MEET THE SAINT BERNARD

1. WINE ENTERS A NEW ERA

Simply scan
the QR code on the bottle:
In just a few seconds,
enjoy an immersive experience
and chat with our conversational avatar



2. TAKE A SELFIE WITH THE SAINT BERNARD

and share your photo
on Instagram

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

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

18TH EDITION

- INSTAGRAM CAMPAIGN & PRESS
- PLV



POSTERS



RESERVATION CARDS



WHITE GLASSES



ICE BUCKETS



BOX
1 BOTTLE + 2 WHITE GLASSES

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