

# Vins Bréban MiMi en Provence Rose

## THE FACTS

COUNTRY: France

REGION: Provence

APPELLATION: Cotes de Provence

## THE STORY

The “MIMI en Provence” brand was created by Vins Bréban company in December 2014. MIMI is an affectionate Provençal nickname and a common term of endearment. It is also the diminutive of the female name Mireille, much used in Provence. Highlighting the winemaking expertise of Vins Bréban company, MIMI en Provence is the product of only the best rosé wines produced in partnership with different provençal wineries. The presentation of the wine is marked by elegance, its glassstopper, and stylish black box.

## THE ADJECTIVES

OVERALL: Elegant & Fresh

AROMAS / FLAVORS: Floral, powdery notes, yellow  
fleshed fruit, strawberry

MOUTHFEEL: Fruity & Crisp

## THE SELLING POINTS

PAIRINGS: Enjoy as an aperitif, with grilled fish or  
salads

