

Obvious Wines

No 06 Simply Rose

THE FACTS

COUNTRY: France

REGION: Provence

APPELLATION: IGP Mediterranee

THE STORY

Created by reformed “wine-snob” originally from Champagne, France, founder Brice Baillie noticed a gap between an overall growing interest and love for Boutique, Vegan & Eco-friendly wines, yet high level of intimidation towards selecting and discussing them.

In 2018, he decided to create an accessible and playful brand that still checked all the necessary boxes of high-quality, eco-conscious wine. So, he got to work cold-calling wineries in California to identify those who were open to partnerships and met his criteria. Eventually, he got a bite, and Obvious Wines was born.

THE ADJECTIVES

OVERALL: Vibrant & Fruity

AROMAS / FLAVORS: White peach, red berries, watermelon, ripe peach, raspberry,

MOUTHFEEL: Fresh with subtle salinity

THE SELLING POINTS

SUSTAINABILITY: Certified Sustainable, Vegan, Green Practicing

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

