



HAMPTON WATER

Meet the World's Favorite Rosé

OUR STORY: Jon Bon Jovi and his son Jesse Bongiovi were introduced to Gérard Bertrand, and the three quickly developed a shared vision; to create a unique rosé, that elevates the category by unapologetically challenging premium norms and unites the essence of the relaxed lifestyles of the Hamptons and the South of France.

THE WINEMAKING: Crafted by Gérard Bertrand, grapes are sourced from the best terroirs in Languedoc. Specifically choosing from his superior plots, the result is an elegant and unique expression of southern French rosé.

IN THE GLASS: The wine is fresh and lively, with soft notes of strawberry, and citrus; a beautiful, long finish is a result of its careful and meticulous aging in new French Oak barrels.

THE BLEND: Grenache 60%, Cinsault 15%, Mourvèdre 15%, Syrah 10%

PRICE POSITIONING: We're priced right for our target consumer, with an accessible price point that drives the premium segment without the seasonal price hikes like other rosés.

MARKETING: We drive brand awareness & demand from local consumers, nationally and worldwide. National radio campaign, featured placement on Bravo's Summer House and other popular TV shows. Collaborations with celebrities, influencers, and brands that resonate with the consumer.

The largest social media following of any rosé in the world!

ACCOLADES: 4 consecutive vintages with 90-Point ratings and a Top 100 from Wine Spectator, the first rosé on the list in 25 years.



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