

FOOD AND BEVERAGE

Brad Pitt's Chteau Miraval debuts Ros Champagne

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Brad Pitt's Fleur de Miraval is debuting in the U.S. this fall. Image credit: Miraval

By LUXURY DAILY NEWS SERVICE

Actor Brad Pitt's Chteau Miraval vineyard is launching a new project as it becomes the only Champagne house devoted to Ros Champagne.

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Mr. Pitt has taken a hands-on role in creating the new Fleur de Miraval Ros Champagne, which will debut in the United States on Oct. 15. The exclusive release is the culmination of a years-long relationship between the award-winning actor and the winemaking industry.

Fleur de Miraval

The Jolie-Pitt and Perrin families, owners of the Chteau, introduced Miraval Ctes de Provence Ros back in 2012. For its Champagne release, the families paired with the Pters family, which has been making producing Champagne from its own grapes for more than a century.

"Fleur de Miraval Ros is the culmination of five years of work, research and tasting done in the utmost secrecy," Rodolphe Pters said in a statement.

The Fleur de Miraval blend is made of 75 percent Chardonnay grapes, of different ages, and 25 percent young Pinot Noir grapes. The wine was then aged for three years.



The first release of Fleur de Miraval Rose Champagne is limited to 20,000 bottles. Image credit: Miraval

The result is a Champagne with a subtle shade of pink and notes of red currant and red raspberry. Fleur de Miraval is limited to 20,000 bottles, and each is lacquered in black so the Champagne is protected from light exposure until it is ready to be enjoyed.

Mr. Pitt is part of diverse group of celebrities have gone beyond endorsing wine and spirits labels to owning or producing new brands entirely. These investments have ranged from wine to tequila and gin, showing further diversity and interest in the industry according to an analysis by IWSR ([see story](#)).

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