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Avaline Launches Summer Rosé Campaign

The Cameron Diaz-backed wine brand is pairing limited-edition bottles with hotel events, live music and retail promotions.

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AVALINE
Made with Organic Grapes

Avaline, the organic wine brand co-founded by Cameron Diaz and Katherine Power, is rolling out a summer marketing campaign built around rosé, live music and hotel partnerships, as the company looks to deepen its presence in retail and hospitality during the peak season for wine sales.

The campaign, called Summer on Repeat, centers on Avaline's French Rosé and includes a limited-edition label featuring an abstract wave photograph by the Paris-based artist Marcelo Gomes. The bottle design is now available on Avaline's website and at select Bristol Farms, Pavilions and Sprouts stores. The company said the image was meant to evoke coastal summer days and connect the California origins of the brand with the French vineyards where the wine is made.

Avaline is also partnering with Proper Hotels as the official wine sponsor of the Proper Summer Music Series, which will run across properties in Santa Monica, Austin, Miami Beach and Montauk. The series will include live performances and hospitality events throughout the summer. At Montauk Yacht Club, Avaline will again be tied to the Marina Music Series, which Billboard and the hotel are hosting for a second year.

The brand is adding smaller-scale activations as well. In Los Angeles, Avaline has teamed up with LEORA on a seasonal frosé offering that is available at the restaurant and through Postmates delivery. The company also plans "Avaline Hour" events in several U.S. markets, aimed at consumers who want in-person tastings and branded gatherings.

Shayna George, Avaline's chief marketing officer, said in a statement that the campaign was inspired by recurring summer rituals such as long lunches, weekend trips and informal gatherings with friends. She said the Proper Hotels partnership gave the brand a setting that matched those themes.

Avaline said the campaign will run across digital, retail, experiential and on-premise channels through August. Consumers can also access a Summer on Repeat digital hub through QR codes on bottles and retail displays. The hub includes recipes, entertaining ideas, a "Rosé radio" playlist and event information.

The push comes as Avaline continues to expand beyond grocery shelves into hotels, restaurants and live events. The brand is sold nationally at retailers including Target, Sprouts and Whole Foods Market, and it has been using seasonal promotions to build visibility in a crowded wine market where brands increasingly compete for attention through lifestyle marketing rather than traditional advertising alone.