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The Barbiecore wave: eight remarkable rosés to celebrate summer 2023

The selection of Barbie-inspired wines by The Global Wine Masters

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In the world of cinema and fashion, 2023 has unmistakably been Barbie's year. Greta Gerwig's highly anticipated toy adaptation has not only sparked a major conversation on social media but has also left an undeniable impression on product partnerships. These collaborations range from clothing lines to frozen yoghurts and even Barbie-branded toothbrushes. Interestingly, what is missing from this extensive list is an

official Barbie wine.

Given the expansive toy empire Barbie represents, it is understandable that children's interests are front and center. However, as we step back and look at the broader Barbiecore cultural wave, it's clear that adults too are very much part of the demographic. For them, the essence of Barbie is not just in dolls but in an entire lifestyle - one that can very well include a glass of rosé.

To cater to this demographic and in celebration of the film's release, The Global Wine Masters, led by Michael Huband, have curated a list of rosés that echo the Barbiecore ethos. Every year, these experts taste thousands of wines. This year, they have presented eight award-winning Barbiecore rosés for Summer 2023.

1. Finca Albret Rocío 2022

Gold Medal, Global Rosé Masters 2023

Finca Albret Rocío boasts of a vibrant hue and is known for its expressive cranberry and blueberry notes. The wine's wild forest berry acidity provides a refreshing taste that is counterbalanced by its firm tannins.

2. Kylie Minogue Collection Côtes de Provence Rosé 2021

Gold Medal, Global Rosé Masters 2022

Crafted with the expertise of LGI Wines, this blend primarily uses Grenache. Not only does it offer a delectable array of flavors from grapefruit to blood orange, but its pale salmon pink appearance also makes it a summer favorite.

3. Gérard Bertrand Clos du Temple 2021

Master Medal, Global Rosé Masters 2023

This wine stands out not just for its pale pink hue but also for its intricate layers of flavors, including ruby grapefruit, Comice pear, and tangerine.

4. Bodegas Gran Feudo Garnacha Rosé 2022

Gold Medal, Global Rosé Masters 2023

This Navarran Garnacha blend deviates from the typical Provençal rosé in its appearance and style. Its juicy strawberry flavors coupled with a bone-dry, lime-zest finish makes it a refreshing choice.

5. VIK La Piu Belle Rosé 2022

Gold Medal, Global Organic & Vegan Masters 2023

This vegan-friendly wine offers a delicate blend of peach, rose petal, and orange zest. Its aesthetic appeal aligns perfectly with the Barbie theme, and it pairs well with mild vegan curries.

6. De Bortoli Rosé Rosé 2022

Master Medal, Global Rosé Masters 2023

Originating from Australia, this wine stands out with its peach-pink color and abundant fruity flavors. It is the ideal companion for a sun-drenched beach day.

7. Bijou Le Chic 2021

Silver Medal, Wine Design & Packaging Masters 2023

Moving towards sustainable choices, this wine pouch offers eco-conscious drinkers a chance to reduce their carbon footprint. Its premium feel, clear branding, and the innovative packaging make it a unique choice.

8. Bijou En Memoire de Sophie Valrose 2022

Master Medal, Global Rosé Masters 2023

This wine pays tribute to Sophie Valrose, a 19th Century vineyard worker who strived to uplift conditions for women in the industry. Its gentle peach and pomegranate flavors make it an exquisite choice for pairing with Provençal dishes.

While Barbie might symbolize a playful childhood for many, her cultural influence extends far beyond that, encapsulating a lifestyle and an aesthetic that appeals to adults as well. The Barbiecore wave, with its vibrant hues and flavors, promises an exciting summer ahead, complete with the perfect rosé to toast to the season.