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Provençal rosé wines set the tone for summer 2025 in fashionable destinations and American outdoor gatherings

Whispering Angel and Minuty Prestige lead a trend blending luxury, sustainability, and Mediterranean lifestyle as demand surges nationwide

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This summer, rosé wine is taking center stage in the world’s most fashionable destinations, from the sunlit terraces of Saint-Tropez to the rooftops of major cities. Two names are leading this trend: Whispering Angel and Minuty Prestige, both from Provence and now considered essential for anyone seeking a stylish and refreshing drink during the warmest months of 2025.

Whispering Angel and Minuty Prestige are produced by estates that belong to the Moët Hennessy group, a company known for its luxury beverages. These rosés have become symbols of summer living, offering a balance of elegance, freshness, and sophistication. Their popularity is not just about taste; it’s also about the lifestyle they represent. The wines are often seen at social gatherings by the sea, at picnics with friends, or during outdoor dinners, where their pale color and floral aromas set the mood for long days and lively nights.

Whispering Angel comes from Château d’Esclans, located in La Motte-en-Provence. Since its creation, this wine has helped redefine what luxury rosé means. It is known for its subtle fruit notes, mineral character, and crisp finish. Under the direction of Sacha Lichine, Château d’Esclans has grown to cover more than 140 hectares of vineyards and has become a reference point for high-end rosé worldwide. The estate combines centuries-old traditions with modern winemaking techniques, attracting visitors who want to experience both history and innovation in one place.

Minuty Prestige is produced by Château Minuty, a family-owned winery founded in 1936 in the heart of Provence. Now run by the Matton family’s fourth generation, Minuty has built an international reputation for its fresh and mineral-driven wines. The Prestige label stands out for its notes of peach and apricot with a saline finish, making it a favorite pairing for seafood dishes like ceviche or simply enjoyed chilled on its own. The bottle’s clear design reflects the Mediterranean lifestyle that Minuty represents—a relaxed yet refined approach to enjoying life under the sun.

Both Whispering Angel and Minuty Prestige are more than just drinks; they are part of a broader movement toward sustainable winemaking in Provence. The estates use responsible agricultural practices to protect their environment while maintaining high standards of quality. This commitment appeals to consumers who want to enjoy their

wine with an awareness of its impact on nature.

The rise of rosé as a summer staple is not new, but this year it has reached new heights. Social media posts featuring glasses of pale pink wine against blue skies have become common sights. Restaurants and bars across the United States report increased demand for these Provençal labels as Americans look for lighter options that suit outdoor dining and casual gatherings.

Château d’Esclans welcomes visitors who want to learn more about its history and production methods. Tours offer insights into how Whispering Angel is made and provide tastings that highlight the unique qualities of Provençal terroir. Similarly, Château Minuty invites guests to explore its vineyards near Saint-Tropez, where they can see firsthand how tradition and innovation come together in each bottle.

As temperatures rise across the country, retailers are stocking up on Whispering Angel and Minuty Prestige to meet growing demand. Wine shops note that customers are increasingly knowledgeable about rosé styles and origins, often asking specifically for these two brands by name.

The appeal of these wines goes beyond their taste or appearance. For many people this summer, choosing Whispering Angel or Minuty Prestige is a way to embrace a certain way of life—one that values pleasure, relaxation, and connection with others. With their roots in Provence but their reach now global, these rosés are shaping how Americans celebrate the season.

Whether enjoyed at home or in one of the country’s many outdoor venues, Whispering Angel and Minuty Prestige are set to define summer drinking habits in 2025. Their story is one of tradition meeting modernity, local heritage finding international acclaim, and simple pleasures becoming moments to remember.