

FLORIDA STYLE & DESIGN: SUMMER ISSUE

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François Matton

A Rosé By Any Other Name ...

For a wine experience evoking the French Riviera, go pink

Written by **CHRISTIE GALEANO-DEMOTT**

The cool and refreshing rosé has transcended its wine persona and now evokes the stylish sophistication of the French Riviera, or the effortlessly chic way you feel sipping it poolside. Minuty is one of the original 18 estates of Provence and is the last estate in the region to handpick its harvest—to preserve the integrity of the grape. The rosé dynasty also only uses sustainable and organic farming practices for its luxurious wine. So we sat down with its co-owner, François Matton, to talk rosé sips and tips.

WHAT TASTING NOTES DOES A CÔTES DE PROVENCE ROSÉ EXUDE?

Typically a unique pale salmon color with a strong aromatic expression. The palate of these wines has depth, with a mineral background and a gentle freshness.

WHAT FOODS DO YOU LOVE PAIRING YOUR WINES WITH? DO YOU HAVE A GO-TO PAIRING?

Local, freshly prepared seafood, but even spicy Asian dishes or sushi are great pairings as well. We're on the Mediterranean, and the seafood, fruits, herbs and spices we typically use in our cooking need an acidic, delicate wine to go with dishes like fish, and flatbreads, tapenade and aioli pair really beautifully.

DO YOU HAVE A FAVORITE GRAPE?

We firmly believe that Grenache is the king varietal of rosés, so to speak. It produces wines of aromatic complexity as well as deep flavors and body without tannin or aggressiveness.

WHAT MAKES YOUR LATEST ROSÉ, 281, SPECIAL?

281 is made from an exclusive clonal selection of Grenache unique to Minuty. It's a pure expression of the Minuty Vineyard, with seamless finesse and mineral

structure. The 281 refers to the Pantone number for a royal blue that evokes the color of the sky and the sea in the French Riviera after a seasonal mistral windstorm. Hubert de Malherbe, who famously worked on Dior's perfume bottles, designed the vibrant blue that cascades down the bottle.

WHAT ARE YOUR ROSÉ TASTING TIPS?

Rosé should be nicely chilled. While it may sound controversial, it is better to put one to two ice cubes in your glass to keep the wine at a chilled temperature than risk it getting warm. That's what we do in all the beach clubs here in Saint-Tropez.

