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## The Best New Rosé For Spring Has Its Own Rosé-Infused Macaron

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Roseblood Rose and Macarons ROSEBLOOD ROSE

Château d'Estoublon's **Roseblood Rosé** makes its US debut this spring with rosé two ways - in the glass and in the form of a decadent rosé-infused macaron from **Maison Ladurée**. Indeed, Roseblood, the collaboration with Maison Ladurée will be offered as part of a full-immersion rosé inspired Afternoon Tea that features everything from Roseblood sorbet to Roseblood Religieuse—a delicate puff pastry filled with crème pâtissière and flavored with Roseblood-poached peaches.

Château d'Estoublon, while new to the US market, has been producing wine for centuries. Located in the southern slopes of the Alpilles, in the heart of Provence, the Chateau is an idyllic 200-acre estate renowned for its exceptional olive oils and wines. Indeed, some of France's biggest names own the estate—a partnership of three families: Courbit, Prats, and Carla Bruni and Nicolas Sarkozy. The Chateau is also a member of Comite Colbert, an organization Founded in 1954 by Jean-Jacques Guerlain that brings together select luxury brands dedicated to promoting and sustainably developing French savoir-faire.

The wine speaks for itself, regardless of ownership or association. Made with organic grapes, Roseblood is crafted from a blend of Grenache, Cinsault and Tibouren—a lesser-known but intriguing grape varietal that has its origins in Greece. Tibouren brings weight and body to a rosé, with distinct botanical notes of Provence's native "garrigue" (a term that describes the classic Mediterranean scrub plants such as rosemary and lavender). The color shows delicate rosewater hues in the glass with a palate of wild strawberry, fresh-cut peach, pomegranate and apricot notes. It's a classic expression: juicy, mouth-watering and fresh in texture with a mineral finish that lingers. Lovely with a fresh salad, beef carpaccio, spicy dishes, pastries, and of course, macarons, it's a wine that plays well across the culinary spectrum.

The Afternoon Tea experience will be on offer at select Maison Ladurée locations—but that doesn't mean one cannot order their own stash of Roseblood macarons and devise their own tea experience. The macaron is comprised of rose-hued meringue cookies stuffed with a rose-hued ganache flavored with notes of red fruit, pomegranate and apricot.

Look for the Ladurée partnership with Roseblood to launch in the US on May 11<sup>th</sup> and the Roseblood macaron will be available starting on May 16<sup>th</sup>, online and in stores.

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