



8 Million Reasons Rosé Is the F*cking Best

"Rosé is the kind of wine that inspires you to let loose and enjoy."



INSTAGRAM/YESWAYROSE

By [Helin Jung](#) Apr 19, 2016

1.5k



There's really never a bad time of year to drink rosé (obviously) because wine is fine at all times, but peak rosé season kicks off when the weather hits 70 degrees and you want nothing else but to sit outside with a glass of something nice to drink. To celebrate the dawning of rosé season, I rounded up eight reasons (multiply that times a million) you and I and everyone we know should love rosé.





8

Reasons *Rosé* Is the Best Ever





JILL CHEN/STOCKSY | LAUREN AHN

1. Rosé is a signal that the nicest, liveliest time of the year has arrived. "I love what the proposition of rosé actually is," says Charles Smith, renowned winemaker and producer of [Charles Smith Wines](#). "It's Friday, you have a bottle of rosé with lunch, and all of a sudden, the day just seems lighter and breezier. *Should we order a second bottle? Let's take the rest of the day off.* Rosé is the kind of wine that inspires you to let loose and enjoy. It's not about the wine; it's about the moment."

2. It's pink! Rosé's beautiful colors are a huge part of what makes it special. The spectrum can range from the palest of pinks to an almost-red magenta, but in between, you get colors like melon and mango and peach and grapefruit. Fun fact as to how rosé gets that color: No, it's not actually made by mixing red wine with white wine, but it's from the light contact that the juice of red wine grapes gets with the grape skins.

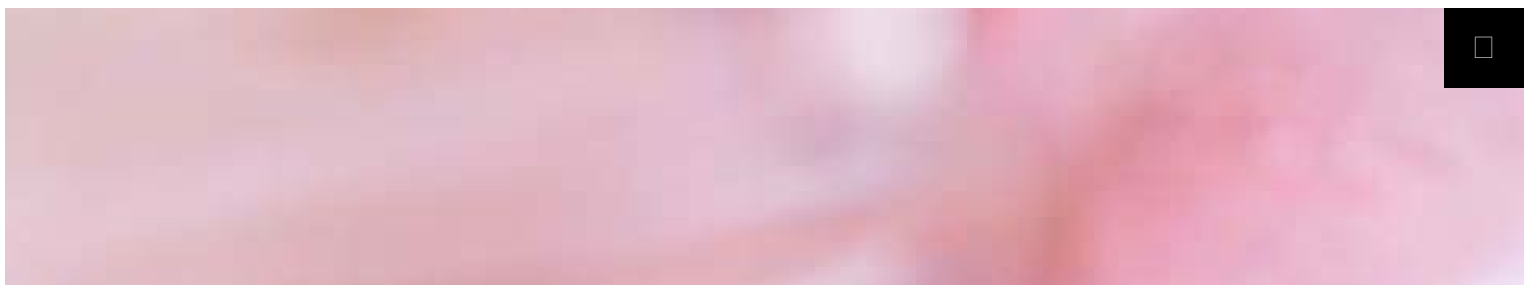
ADVERTISEMENT - CONTINUE READING BELOW



[yeswayrose](#) Verified Le Sel



3. It's always new. "That's the allure of rosé. It's real and vibrant and it's alive," says Smith. "It's a snapshot of the growing season and of the harvest. It's really the most naked of all wines. They don't necessarily go into a barrel. They don't see any aging. Where making some wines would be going from a caterpillar to a butterfly, rosé is always a butterfly."





Guys, rosé is a butterfly.

GETTY

ADVERTISEMENT - CONTINUE READING BELOW

Smith recommends going back no further than one vintage from the latest one that's just been released. So in 2016, the new rosés are from the 2015 vintage, and Smith recommends only drinking rosés from 2015 or 2014. "It's all about the first wine of the year," he says. "It's about everything being renewed."





INA PETERS/STOCKSY

4. It still tastes good even when it's cheap. Take it from personal experience or trust Smith, the winemaker: "The wine can be \$10 or \$20, and you can find the same amount of pleasure." Erin White, the sommelier at John Besh's restaurant [August](#) in New Orleans, agrees. "Rosés are so affordable. Granted, you buy rosés that retail for \$90 a bottle — those are for serious wine collectors — but you can find them from any price point from \$8 and up." Yay for us!

ADVERTISEMENT - CONTINUE READING BELOW





KKGAS/STOCKSY

5. It has a lot of variety. For every kind of red wine grape, there's a rosé (that's a lot of rosé!). Step right up for rosés made with Sangiovese grapes, Pinot noir grapes, Syrah grapes, Merlot grapes, Cabernet grapes — you feel me?

YES
WAY
ROSÉ

[yeswayrose](#) Verified



ADVERTISEMENT - CONTINUE READING BELOW

6. It's not just for ladies or only for wine beginners; rosé is universal. Don't let stereotypes put rosé in a corner. Men, especially Rick Ross, love rosé. So do wine geeks. "Rosés can appeal to everyone," White says. "It can speak to any different level of where you are on your wine journey."



[richforever](#) Verified



7. It's perfect when it's chilled. How yummy is the prospect of a cold glass of rosé when you're watching the sun go down on a warm day? "The colder wine is, the more it shuts down," White says. "It doesn't reveal as many of its characteristics. But the colder it is, the more refreshing and satisfying it will be. You may not pick out that hint of jasmine or strawberry in the wine until it warms up a bit. In New Orleans, I tend to serve wines slightly colder than is correct, because that's what

people need. That's pleasurable."

ADVERTISEMENT - CONTINUE READING BELOW

YES
WAY
ROSÉ

[yeswayrose](#) Verified



[770 likes](#)
[57 comments](#)

You could put ice in the rosé — no one will throw you in wine jail for it — but I wouldn't recommend it, and neither would Smith. "City water has lots of things in it, like chlorine, and you'd never want those flavors in your grapes. Really, you don't want to dilute the purity of something so nice. Just keep it chilled."

If you bought an unchilled bottle of rosé at the store and want to drink it ASAP, stick it in the freezer for 20 minutes. "It will be the perfect temperature every time," Smith says. "It's hard to wait but just resist temptation. The 20 minutes will be worth it."



[yeswayrose](#) Verified



[988 likes](#)

[426 comments](#)

ADVERTISEMENT - CONTINUE READING BELOW

8. It tastes good with everything. Sophisticates and actual wine experts may fight me over this, but I'm just going to say that, to me, rosé works no matter what the meal I'm drinking it with may be. Still, there might just be a perfect food for rosé, according to Smith, and that's chicken. Boring? Wait 'til you hear him tell it: "A roast chicken and rosé is absolutely fantastic. Chicken is one of those

satisfying, not complicated things — shouldn't that be the most perfect food for wine? It's something you should just open up your heart and your mouth and enjoy." Yes, thank you for that inspiration! I'm going to go do that now.



[yeswayrose Verified The Clam Bar](#)



Thirsting for rosé all of a sudden? I don't blame you. Here are some fun bottles to try.

ADVERTISEMENT - CONTINUE READING BELOW

COSMOPOLITAN.COM

8 Beautiful Bottles of

ROSE

You Need to Try Right Now





COURTESY IMAGES | LAUREN AHN

1. **Summer Water Rosé 2015** (Santa Barbara, California), Yes Way Rosé x WINC ([available at ClubW](#)), \$13
2. **Globerati Rosé 2015** (Italy), Globerati (available at Whole Foods Market), \$7
3. **BY.OTT 2015** (Provence, France), Domaines Ott, \$23
4. **Whispering Angel 2015** (Provence, France), Chateau d'Esclans, \$22
5. **Conde Valdemar Rosé 2015** (Rioja, Spain), Bodegas Valdemar (available at Whole Foods Market), \$13
6. **Truvée Rosé 2015** (California), Truvée, \$15
7. **2015 ViNO Rosé** (Columbia Valley, Washington), Charles Smith Wines, \$12
8. **Love Drunk Rosé 2014** (Willamette Valley, Oregon), Mouton Noir, \$17

Follow Helin on [Instagram](#).