

CÔTES DU RHÔNE LAUNCHES “REFRESH YOUR WINE”, A NEW CAMPAIGN DEDICATED TO CHILLED WINES

With this new campaign, the Côtes du Rhône appellation refreshes the codes of freshness and asserts a modern, accessible and uninhibited vision of wine.

The Côtes du Rhône AOC is unveiling its new communication campaign dedicated to chilled wines. Under the signature “Refresh your wine”, the appellation aims to reconnect with younger generations and position its wines within contemporary, spontaneous and accessible moments of enjoyment.



In a context marked by profound changes in consumption habits, a more occasional relationship with wine, and the growing diversification of drinks chosen by young adults, Côtes du Rhône is embracing a communication strategy clearly focused on today’s lifestyle. The campaign primarily targets 21–40-year-olds, from wine lovers to newcomers, offering them a freer and more contemporary way to experience the wines of the appellation.

Chilled wines: a new way to experience Côtes du Rhône

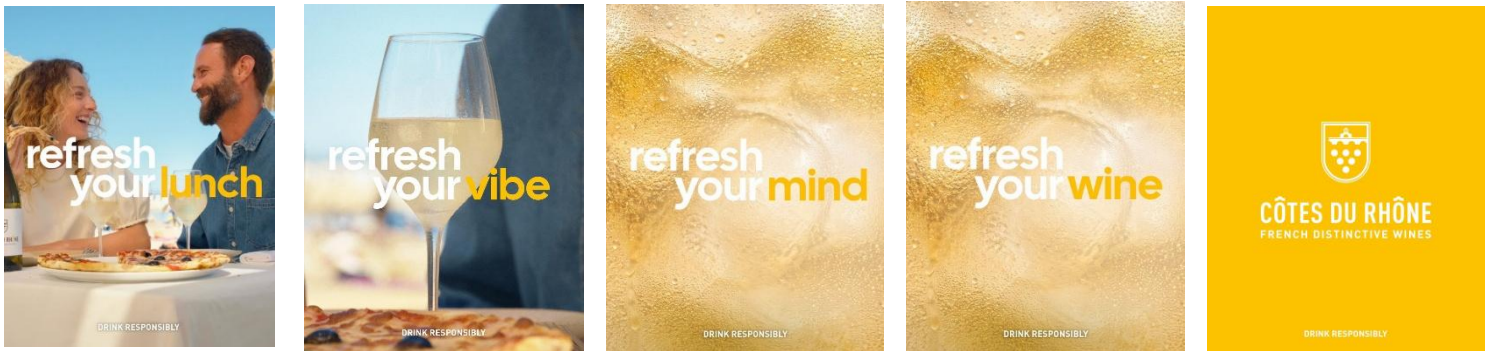
First launched in 2024, the communication around chilled wines enabled Côtes du Rhône to affirm its modernity and its ability to evolve in line with consumer expectations. This new

campaign goes one step further: beyond serving temperature, freshness becomes a true territory of expression for the appellation.

Rosés, whites and reds served chilled naturally fit into a wide variety of moments: aperitifs, informal or more traditional meals, shared moments on a terrace, dinners or urban breaks.

This approach places pleasure, simplicity and spontaneity at the heart of the Côtes du Rhône experience.

With “Refresh your wine”, the appellation embraces a more contemporary way of approaching wine: free from intimidating protocols, requiring no prior expertise, while remaining true to the demand for wines that are flavourful, distinctive and accessible.



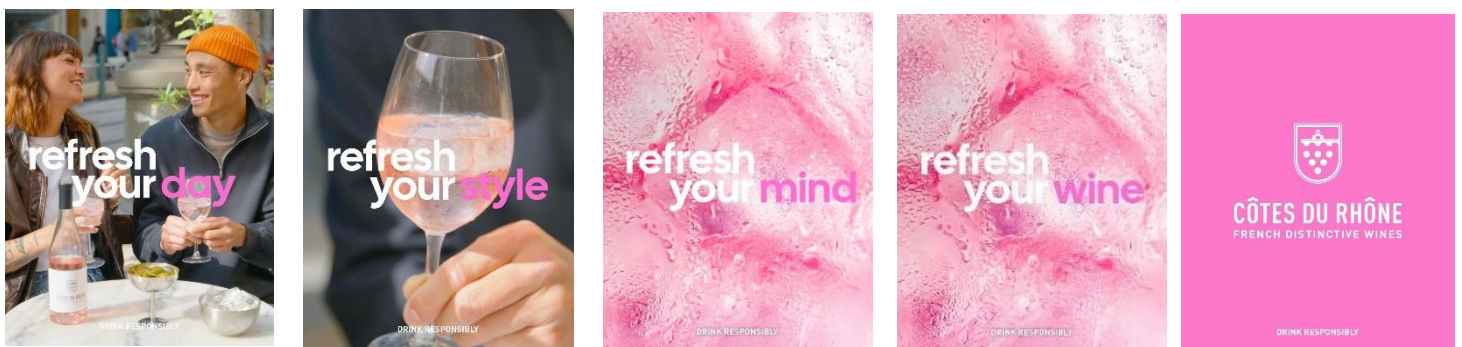
One of the carousels for social media distribution

A campaign that breaks traditional wine codes

Designed as a structuring and long-lasting campaign, this new creative identity moves away from traditional or conventional representations of wine. It introduces a more contemporary, graphic and immediately recognisable aesthetic, built around colour, texture, light and the sensation of freshness.

The campaign brings the three colours of Côtes du Rhône to life through a distinctive visual universe: the pep’s of rosé, the brightness of white and the intensity of red are expressed through fresh, sensory and qualitative imagery.

For international markets, the campaign adopts a lifestyle tone, showcasing Côtes du Rhône wines in simple, urban, qualitative and convivial moments. It conveys a new art of living around wine: spontaneous, open and contemporary, while remaining true to the identity and richness of the appellation.



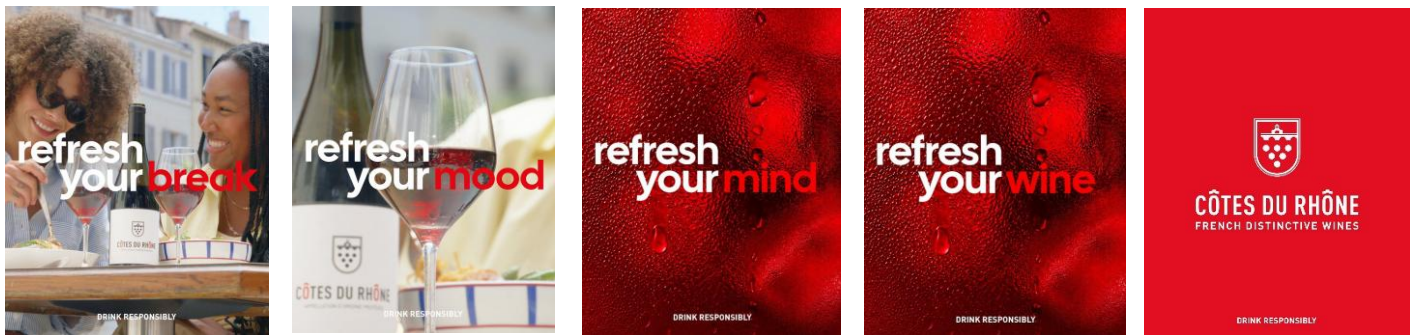
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A living appellation, in tune with new consumer habits

Through this campaign, Côtes du Rhône reaffirms its ambition to remain a vibrant appellation, close to consumers and in tune with the evolution of their lifestyles.

“With chilled wines, we want to show that Côtes du Rhône can evolve without compromising our identity. This campaign expresses a more contemporary, spontaneous and accessible way to discover our wines. It reflects our desire to reach out to new generations of consumers, with codes that speak to them and a tasting experience adapted to their habits,” says Virginie Charlier, Marketing Director at Inter Rhône.

This new campaign follows the institutional brand campaign “**Where the Rhône flows**”, which conveys the appellation’s commitments. Together, these two communication territories contribute to strengthening the visibility, desirability and relevance of Côtes du Rhône internationally.



One of the carousels for social media distribution

A campaign rolled out in France and across export markets

The “Refresh your wine” campaign will be rolled out 6th of July in France and across several export markets: Belgium, the United Kingdom, the United States and Canada.

It will be supported by a multichannel communication plan including:

- short video formats designed for digital platforms;
- social media campaigns and carousel formats dedicated to the three wine colours;
- event and trade activations ;
- Programmatic campaigns and YouTube campaigns with video and static formats.

The campaign will showcase Côtes du Rhône wines in simple, qualitative and contemporary moments of urban conviviality.

With this new campaign, Côtes du Rhône delivers a bold and contemporary message: an invitation to rediscover its wines through the lens of freshness.