



ROSÉ 1996

DOM PÉRIGNON ROSÉ, LUXURY IN ITS PUREST STATE

To make the “best wine in the world”, was already Pierre Pérignon’s stated objective back at the end of the 17th century. Dom Pérignon has always embodied this magnificent ambition called luxury. With Dom Pérignon Rosé, the very idea of luxury is taken to its peak. With Dom Pérignon Rosé, we enter a dimension of luxury that is truly extraordinary – a kind of ultimate luxury, luxury in its purest state, gleaming with all its facets, as pure as a precious jewel.

RARITY: Dom Pérignon Rosé is not the rule, it is the exception. It is always sold in limited numbers because the qualities of the Pinot Noir grapes that the Dom Pérignon style requires are truly exceptional as well. This means that each Dom Pérignon Rosé vintage shares a gene that dictates the very essence of luxury: the rarity of excellence.

SEDUCTION: Shades of amber, orange, copper and gold... The wonderful paradox is that this rosé is never pink. Its radiance and unique colors are the source of its fleshy, almost oriental highlights and seductive sophistication.

ETERNAL YOUTH: In its unique way, Dom Pérignon holds the secret to eternal life, the gift of inalterable youth that the most precious of jewels possess. How else can we explain that after aging for 9 to 11 years, Dom Pérignon Rosé has so much light heartedness, impetuosity, and vivacity? How else can we explain its mysterious ability to preserve the vitality of the original fruit unchanged? This miracle is a luxury offered by Dom Pérignon Rosé alone.

1959-2008: THE MAKING OF AN ICON: The first bottles of Dom Pérignon Rosé were placed in the cellar in 1959. That vintage was presented in 1971 at the sumptuous celebration of the 2,500th anniversary of the founding of the Persian Empire by Cyrus the Great, and served to the happy few, international luminaries in attendance. Since then, Dom Pérignon Rosé has been contributing its discrete, joyous presence to the most prestigious gatherings and exclusive occasions. This long and well-guarded secret has given birth to an icon, one of the greatest, contemporary luxury icons of the century that is now just beginning.