Winebow Imports Welcomes Maison Mirabeau to Portfolio

Richmond, VA – January 10, 2023 – Winebow Imports is delighted to welcome Provence’s renowned Maison Mirabeau to its portfolio, effective today, becoming the winery’s exclusive import representative in the U.S.

Maison Mirabeau was founded in 2010 by Stephen and Jeany Cronk, who left their jobs and sold their home in London to realize their long-held dream of making world class rosé in Provence. They developed intimate relationships with some of the finest growers in the AOP Côtes de Provence appellation, slowly building their brand from the ground up. Today, Maison Mirabeau is sold in more than 60 countries around the world and is currently the #1 selling Provence brand in the U.K.

“This is a family brand driven by the passion, determination, and vision of its creators,” said Ian Downey, Executive Vice President of Winebow Imports. “We were immediately inspired by their story, their commitment to environmental stewardship, and their remarkable success. We look forward to growing their business in the U.S.”

In 2019, the Cronks purchased their own Domaine in what is the newest sub-region in the Côtes de Provence – the Notre-Dame des Anges. The 14 hectares of AOP vines on the property are farmed organically using regenerative practices, with the goal of invigorating the soils and increasing resilience to climate change.

In addition to producing a range of dry, still rosés and a sparkling rosé, Maison Mirabeau recently introduced a dry rosé gin, which uses upcycled grape skins from their and surrounding estates, to create a 100% grape-based neutral spirit, distilled with botanicals inspired by the French Riviera. The bottle’s unique, fluted design is inspired by Grasse, the iconic perfume capital of the world just a stone’s throw away from the Domaine.

“This Maison Mirabeau is made and shaped by the South of France and was created for adventurous rosé lovers looking to celebrate life’s simple pleasures,” said Stephen Cronk. “We are extremely excited to be partnering with Winebow Imports and look forward to taking our business in the U.S. to the next level and sharing our portfolio of award winning rosé wines and spirits.”

Winebow Imports will carry the following from Maison Mirabeau: Forever Summer Rosé, X Provence Rosé, Pure Provence Rosé, La Réserve Provence Rosé, La Folie Sparkling Rosé, and Riviera Dry Rosé Gin.

Winebow Imports’ Heritage division will launch Riviera Dry Rosé Gin in the first instance, while staging the release of the 2022 rosés, scheduled to arrive in March 2023.

For more information on Maison Mirabeau, please visit www.maisonmirabeau.com and follow them on social media: Instagram (@maisonmirabeau), Facebook (@maisonmirabeau), and Twitter (@MaisonMirabeau).
About Winebow Imports
Winebow Imports has been an industry leader for over 40 years, representing some of the most esteemed properties from both prominent and emerging growing areas around the world. A national importer known for cultivating lasting relationships with extraordinary wine families who are dedicated to their unique regions, Winebow Imports continues to balance its impressive growth with a culture of specialization and excellence. For more information, please visit www.winebow.com/imports.