

# RUMOR

**Year Founded:** 2019

**Region:** Provence, France

**Founder:** Barry Bayat

**Winemaker:** Pierre Guérin

**Known For:** 'Rumor' is celebrated internationally, poured at prestigious venues and exclusive events across 18 countries and counting.

- Certified Organic,  
Vegan, Gluten Free -

When Barry Bayat launched Rumor as an elegant global brand, his goal was to redefine one of the most prestigious and exclusive categories: French Côtes de Provence Rosé. In Provence, Barry collaborated with one of the region's most esteemed winemakers to craft Rumor—a Rosé that exemplifies the elegance and authenticity synonymous with the region. Today, Rumor Rosé is recognized internationally, poured at iconic venues and exclusive events around the world. Rumor collaborates with one of Provence's most seasoned winemakers, bringing over 30 years of expertise to every bottle. Crafting Rumor is a harmonious balance of artistry and science, perfected to enhance its acidity, aroma, and taste. As an independent producer, we expertly curate our grapes from a selection of the finest vineyards across Côtes de Provence, France. This freedom allows us to create a perfectly balanced blend that embodies elegance in every sip. Provence is renowned as the birthplace of Rosé and the

world's leading producer of premium Rosé wines—much like champagne is synonymous with sparkling wine. With its diverse soils, centuries of tradition, and unparalleled expertise, Provence offers the perfect terroir for crafting refined, vibrant rosés. Over the past decade, Provence's Rosé exports have grown steadily, further solidifying its status as the global benchmark for this category.



## 2025 Rosé

50% Grenache, 40% Cinsault, 5% Syrah, 3% Tibouren, 2% Rolle. The vineyards are limestone-rich, calcareous, and mixed with clay and stone soils that promote freshness in the grapes and wine. Grapes are harvested before sunrise at 6-8°C to capture freshness and brightness to ensure structure and fruit balance. After delicate sorting and de-stemming, the grapes are quickly transported to the winery for pressing with a soft maceration. The grapes are vinified separately and blended to craft the final wine that showcases its delicate, aromatic notes, and its fruit and floral expressions. Once blended, the wine is aged in stainless steel, temperature-controlled vats for three months to preserve the natural clarity. Elegant, light, balanced rosé with a perfect light pink hue and hints of white flowers and citrus. After a bit of air, the notes evolve into peach and pomelo. The palate is clean and unfolds elegantly to a smooth finish, leaving citrus notes.

**91 Points – '24 James Suckling** - "A fresh, juicy and crisp Cotes de Provence rosé with frozen raspberries, apricots and some herbs on the nose. Medium-bodied with bright acidity. Precise and vivid, with volume and poise."



"(ONE OF THE) BEST ROSÉ WINES TO DRINK THIS YEAR"

**DEPARTURES**

"DRY IN ALL THE RIGHT WAYS"

**Forbes**

"(ONE OF THE) BEST LUXURY ROSÉS TO DRINK ALL SUMMER LONG"

**ELLE**

"OUR FAR AND AWAY WINNER IN THE ROSÉ CATEGORY"

**GENTLEMAN'S JOURNAL**

"CRISP AND SUPER REFRESHING"

**marie claire**

"THIS IS A FIVE- STAR ROSÉ"

**BAZAAR**

"YOU DON'T HAVE TO BE ON A TROPICAL VACATION TO ENJOY A CRISP GLASS OF RUMOR ROSÉ"

**People**

"SOPHISTICATED AND ELEGANT, WITH A DISCREET CHARACTER AND FINE STRUCTURE"

**INDEPENDENT**

"ABSOLUTELY DIVINE"

**GO**

"DRINK NOW"

**Wine Spectator**

"SERVED AT SOME OF THE MOST ELITE HOT SPOTS IN THE COUNTRY"

**FORTUNE**

"THE FLAVOR, THOUGH DELICATE, IS ANYTHING BUT SIMPLE. PURE CLASS"

**Esquire**

"(RUMOR) SYMBOLIZES ACCESSIBLE LUXURY"

**TastingTable.**

"RUMOR IS ELEGANCE IN A BOTTLE"

**VMAN**

"WORLDLY AND REFRESHING"

**delish**

"A PERENNIAL FAVORITE AT THE WORLD'S BIGGEST PARTY SCENES"

**Hemispheres**



**JAMES SUCKLING.COM**



**wine.com**



**VIVINO**