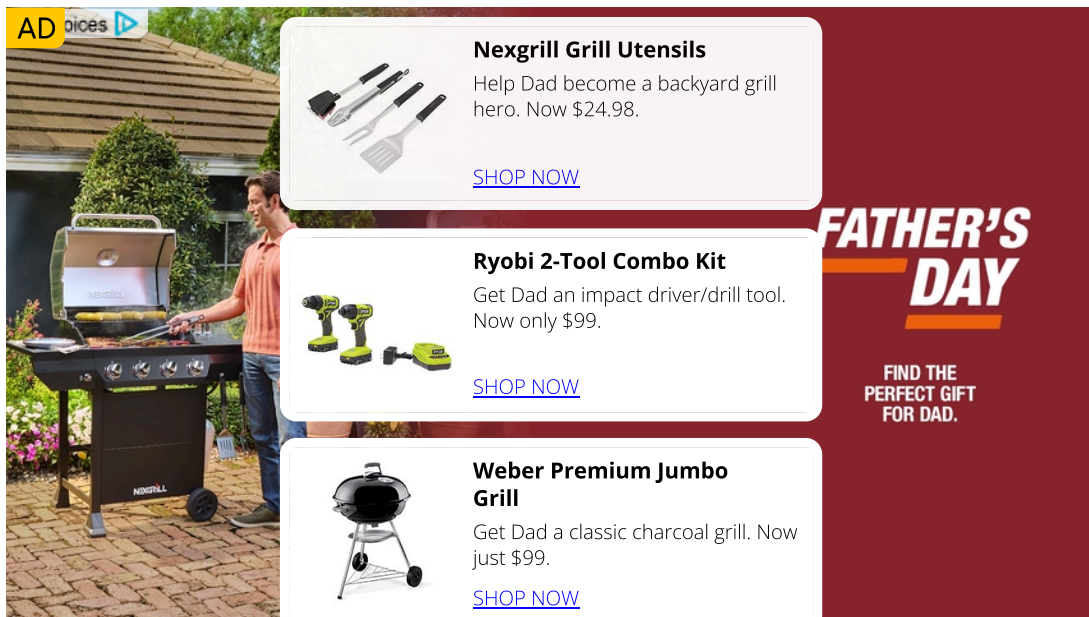




10 Essential Bottles of Rosé [Timeline]

Although rosé's popularity peaks in the summertime, the pink wine's roots prove it is more than a trendy seasonal beverage. The style dates back centuries, when the Greeks brought vines to Marseilles and rosé was created. It caught the attention of the Romans, who exported it through their trade routes. In the late 19th and early 20th centuries, the expansion of rail travel within France introduced vacationers to the Provençal lifestyle — and the region's signature rosé.

Over the past couple of decades, rosé has become less about wine and more of a cultural touchpoint. It signifies a certain state of mind — a type of “joie de vivre,” to borrow from the French.



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But reducing rosé to a single style, season, or vibe does a disservice to the range of rosé wines produced all over the world. A variety of styles means rosé maintains a spot on wine lists year-round. Here, we take a look at the key bottles that mark rosé's ascent into our drinking consciousness over the past century.

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Essential Bottles of Rosé



DOMAINES OTT
CHATEAU DE
SELLE CÔTES
DE PROVENCE
ROSÉ

1933

Domaines Ott
Exports to the U.S.



MATEUS
'THE
ORIGINAL'
ROSÉ

1942

Mateus Makes
Its Mark



DOMAINE
TEMPIER
BANDOL
ROSÉ

1943

A Bandol
Legend is Born



SUTTER
HOME WHITE
ZINFANDEL

1972

Sutter Home's
Sweet Accident



WÖLFFER
ESTATE
SUMMER IN
A BOTTLE
ROSÉ

1992

Rosé Comes to
the Hamptons



CHATEAU
D'ESCLANS
WHISPERING
ANGEL
ROSÉ

2007

Whispering
Angel Makes a
Quiet Entrance —
But Not For Long



CHATEAU
MIRAVAL
PROVENCE
ROSÉ

2012

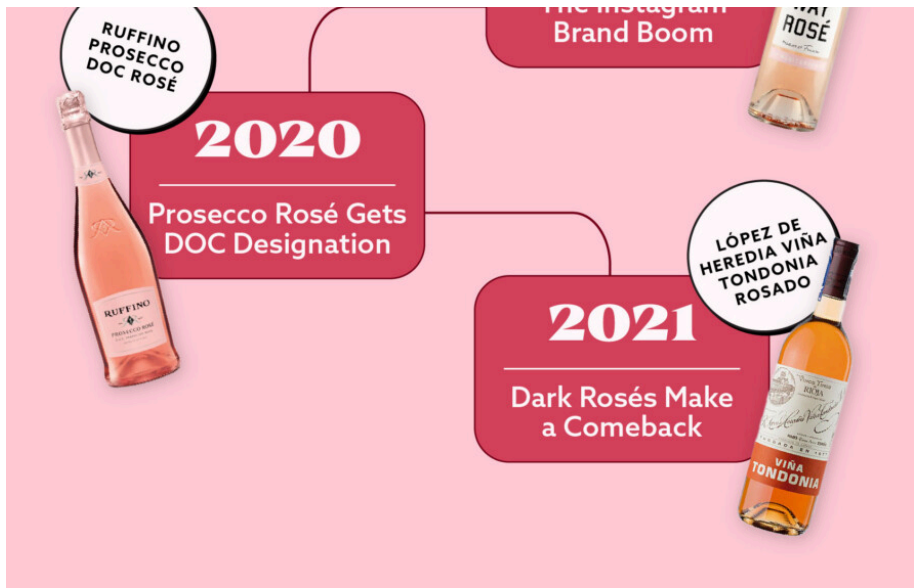
Celebs Get into
the Rosé Game



YES WAY
ROSÉ

2013

The Instagram



(<https://vinepair.com/wp-content/uploads/2026/06/essential-bottles-of-rose-timeline-scaled.jpg>)

1933: Domaines Ott Exports to the U.S.

Bottle: Domaines Ott Château de Selle Côtes de Provence Rosé

Provence's Domaines Ott was founded in 1896 and established itself as one of the region's preeminent producers. In 1932, René Ott, son of founder Marcel, created Ott's iconic amphora-shaped bottle, laying the groundwork for the high-design bottles we see today from many rosé brands. Ott is also responsible for raising awareness of Provence rosé in the U.S. Right after the repeal of Prohibition in 1933, it started exporting stateside, one of the first to do so.

1942: Mateus Makes Its Mark

Bottle: Mateus 'The Original' Rosé

In 1942, Fernando van Zeller Guedes, founder of Portugal's Sogrape company, created Mateus, a sweet rosé sold in a bottle inspired by flasks used by soldiers in WWI. Brand ambassadors represented the wine in key global markets, a strategic marketing push that made Mateus an international bestseller.

Peruse the winery's [website](https://www.mateusrose.com/en/)

(<https://www.mateusrose.com/en/>), and you'll see photos of Jimi Hendrix, Kiss, and Steve Jobs with the distinct bottle.

There's a reason rosé carries a reputation for sweetness in the