

Maison Mirabeau partners with SipWell for global travel retail



Award-winning Provence rose producer Maison Mirabeau aims to expand its international footprint through a new partnership with premium drinks distributor SipWell Brands

Maison Mirabeau, the family-owned B-Corp wine producer from Provence, has appointed SipWell Brands as its global travel retail distribution partner, effective immediately.

Founded in 2009 by Stephen and Jeany Cronk, Maison Mirabeau has developed a portfolio spanning more than a dozen rose wines, dry rose gins and wine-based drinks. The company's products are currently available in over 40 markets, ranging from the flagship Pure Rose in its Mirabeau en Provence collection to La Reserve Rose, the first single estate cuvee from Domaine Mirabeau.

The producer operates from a 20-hectare estate near La Garde-Freinet in the Golfe de Saint-Tropez, with 14 hectares dedicated to AOP Cotes de Provence vines primarily comprising grenache, cinsault and rolle varieties. As the first European winery to achieve Regenerative Organic Agriculture certification, Maison Mirabeau has positioned itself as a category leader in sustainable viticulture.

Stephen and Jeany Cronk emphasize their commitment to excellence and sustainability: "As we continue to follow our passion to produce the best roses in the world, we are determined at the same time to embrace both ambitious farming practices and innovative wine making techniques. We continue to transition towards regenerative farming and increased biodiversity and we hope that our work inspires others to make the change to more sustainable viticulture. We know the team at SipWell understands our ethos and values well and recognises how important they are to us. We are excited to work with them as they take our products through the travel retail channel worldwide."

Founded in 2019, SipWell Brands represents premium drinks including HINE Cognac, Lind & Lime Gin, The Lost Explorer mezcal and tequilas, and several whisky brands including Nc'nean, Stauning, FABLE, Isle of Barra, Two Stacks and Kilchoman.

Andrew Torrance, co-owner of Sipwell Brands, highlights Maison Mirabeau's market potential: "This is a business with a serious capability to lead the way in wine production. Their products are sophisticated, their roses of the highest quality and their commitment to improving sustainability in viticulture is total. They have always read the market trends and tastes extremely well and just keep producing wonderful wine for a relaxed and discerning consumer. We are confident they will make a real impact in the travel retail sector."