



The Daily Meal[®]
All Things Food & Drink

New York's La Nuit En Rosé will Celebrate Rosé with a Cruise

Sip international wines while sailing past the skyline

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The sun-kissed coasts and slopes of balmy wine growing regions around the world will lap up against the shores of Manhattan in June when [La Nuit En Rosé](#) makes its grand debut in [New York City](#).

The brainchild of wine entrepreneur Pierrick Bouquet, [La Nuit En Rosé](#) — two days and nights on June 13 and 14, 2014 — is the world's first celebration of rosés from around the globe. Guests will experience an elegant, sumptuous sampling event unlike any other, and savor the depth and breadth of rosés from the world's great wine regions.

Set aboard a luxurious yacht, La Nuit En Rosé will sail the Hudson, for a chic, cocktail-style tasting paired with lively music, gorgeous views, and food including lobster rolls, a raw bar, and even an alcoholic ice cream.

"I wanted to create an experience surrounding the diversity of rose wines," said Bouquet. "With over 50 wines from around the world -France, Chile, Italy, Spain, and [as close as] the North Fork- people can see that rose works with spicy food, BBQ, and seafood!" This New York event will hopefully grow nationally, and perhaps internationally, according to Bouquet's plans.

Rosés have exploded in popularity and earned the respect and appreciation of wine connoisseurs in recent years. Once thought of as "barbecue" wines, today, many trendy rosés will set diners back \$100 or more in some restaurants, and certain varietals sell out quickly in summertime.

"Rosé wines aren't a fad-- they're a reflection of what people look for when drinking wine. They want an immediate and simple pleasure, and this is the kind of experience they'll get at our festival," said Bouquet.

Taste something you love? Guests can purchase wines directly from event partner and wine merchant [Zachys](#) using iPads or personal mobile phones. Concierges will guide consumers, and after the event, Zachys will handle all orders and shipments.

"With La Nuit En Rosé event, I wanted to recreate that special feeling when you sip a great glass of rosé wine: it's summer, the sun is shining, and you're just enjoying life! That's what La Nuit en Rosé is—an experience—a summertime party where rosé wines are showcased in a festive and accessible environment, with Manhattan as a backdrop," said Bouquet.

Passes for each 4-hour tasting are \$60 each and are available [here](#).