# *AS EVER* INTRODUCES FIRST WINE OFFERING WITH 2023 NAPA VALLEY ROSÉ, CREATED BY MEGHAN, DUCHESS OF SUSSEX

***Debut Rosé Available for Purchase July 1, Celebrating the Inaugural Pour of a Curated Collection***

**JULY 1, 2025 – LOS ANGELES, CA** – *As ever* is delighted to introduce its first wine offering, previously announced on June 20. A light, fresh, and effortlessly celebratory 2023 Napa Valley Rosé, thoughtfully curated by Meghan, Duchess of Sussex.

This debut rosé marks the beginning of *As ever's* thoughtful expansion into wine, with a Méthode Champenoise Napa Valley sparkling wine planned for the near future and additional varietals to follow.

*As ever's* crisp and beautifully balanced 2023 Napa Valley Rosé (750ML/14.5% ABV) is now available for purchase exclusively at Wine.AsEver.com. Priced at $30 a bottle and sold in sets of three bottles ($90) half case ($159) and full case ($300), this release is the first of a bespoke collection of wines joining *As ever.*

This curated blend is inspired by a Provençal-style of rosé and harvested in the stunning wine country of Napa Valley. This pale blush wine offers a roundness and depth of flavor that is complemented by gentle minerality and soft notes of stone fruit with a lasting finish. A proprietary *As ever* blend, the wine incorporates Cabernet Sauvignon, Mourvèdre, Grenache, and Syrah varietals.

Sophisticated, dry, and refreshing, it is designed for summer's best moments – from lunches that turn into dinners and sun-drenched weekends where the only thing louder than the music is the laughter. This blend captures the essence of celebration, inviting wine lovers to toast all the moments that matter most - both big and small.

For more information on *As ever,* please visit asever.com or follow on Instagram via @aseverofficial.

**About *As ever***

*As ever,* is a premium lifestyle brand by Meghan, Duchess of Sussex offering beautifully crafted products to elevate everyday moments. The initial collection was launched on AsEver.com across all 50 states, and the company has since expanded to have products sold in eligible states on Wine.AsEver.com. With a dedication to timeless design and curated craftsmanship, the brand will continue to expand seasonally, introducing new products that encourage a joyful and intentional way of living.

As ever

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