ROSÉ DAYS RETURNS TO MONTENEGRO:
THIS YEAR AT LAGUNA BEACH, DUKLEY GARDENS

Fresh off the success of Rosé Days Toronto on June 21, 2025, where the rosé spirit took over Cabana Toronto in a golden-hour celebration by the lake, Rosé Days now returns to Montenegro, bringing its internationally celebrated rosé experience back to the Adriatic.

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This time at Laguna Beach & Restaurant, the most refined beachfront destination on the Adriatic this summer.

The main event will take place on Saturday, September 6 at 5 PM, blending premium rosé wine, curated music, and signature sunset ambiance in an unforgettable setting between the pines and the Adriatic Sea at the heart of Dukley Hotel & Resort in Budva.

> *"Laguna Beach is pure magic – it offers the elegance of a private cove with the energy of a beach club,"* says Shereef Shiaty, founder of Rosé Days and CEO of Reef Agency. *"We're building a world where rosé isn't just a drink, it's a state of mind."*

The Rosé Days 2025 experience at Laguna will present a vibrant blend of taste, sound, and atmosphere. Guests will indulge in a curated selection of premium rosé wines, champagnes, and regional labels, paired with elegant picnic-style offerings by Dukley's award-winning chefs and complemented by a signature cocktail bar. As the sun begins to set, the energy will rise with a line-up of internationally acclaimed DJs: Anya, Ravin & Mudra B2B, and Jennifer Dons.

A sunset-to-night party under the stars will embrace the now signature pink-and-white dress theme and offer a full-sensory beach experience – relaxed, elegant, and distinctly Mediterranean. And, as you can assume, celebrating all things rosé.

Tickets and VIP packages can be purchased directly by contacting the Dukley Reservations Team at reservation@dukley.com.

An exclusive early bird offer is available for the first 30 guests, with tickets priced at 30 euros per person.

A limited number of reserved packages are available: VIP high tables for up to four guests with one bottle of Whispering Angel (€150), VIP Lounge packages for six to eight guests with three bottles (€500), and Private VIP packages for up to 20 guests including six bottles of Whispering Angel and two bottles of Beluga Vodka (€1,600) with a dedicated host and premium private area.

Dukley Hotel offers a special Rosé Days accommodation package: spend unforgettable September days by the sea, enjoying chic picnics, lively dance parties, and a relaxed Mediterranean vibe.
Book using promo code ROSE25 and unlock exclusive benefits:

• Free access to all Rosé Days events
• 20% discount on accommodation
• Daily breakfast included
• Complimentary sunbeds on private beaches
• Access to the outdoor infinity pool
• Free daily taxi boat transfer to Budva

This year, Rosé Days Montenegro proudly welcomes back Whispering Angel from Provence as its global title sponsor for the third consecutive year, bringing their celebrated rosé to the party. Beluga Vodka also returns, serving elegant cocktails that perfectly pair with warm Adriatic nights.

Come dressed in your best pink attire to experience la vie en rosé and enjoy a sun-kissed afternoon and night in a sophisticated setting, before dancing the evening away.

Because music is our key wine pairing.

Rosé Days is a global event series celebrating all things rosé in stunning locations around the world, founded by Canadian-born Shereef Shiaty, CEO of Reef Agency, an experiential marketing agency in Toronto.

Having managed Rosé Picnic in Canada for 7 years, Rosé Days kicked off in Europe for the first time in August 2023, in Montenegro. In 2024, it continued with a successful Rosé Days Portugal in Lisbon on May 11, followed by a weeklong series of events in Montenegro from July 28 to August 3 last year. And 2025 promises a more immersive and elevated experience than ever before.

BOOKINGS & RESERVATIONS

Buy tickets
reservation@dukley.com

Book your stay
dukleyhotels.com

FOR MORE INFORMATION:

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