



LES VINS
—◆—
GEORGES DUBŒUF

FOR IMMEDIATE RELEASE

Contact Kathleen Talbert
ktalbert@talbertcom.com
212-675-5525

A TOAST!:
GEORGES DUBŒUF CELEBRATES 25 YEARS OF
BEAUJOLAIS NOUVEAU IN AMERICA

New York, NY, October 22, 2007— *Anticipation.* For some, it's that eagerly awaited recording by a favorite group, for others the release of the next hot-and-overpriced techno-gadget. But in the world of wine, watches are synchronized for the third Thursday in November - the official arrival for the year's first bottle of Georges Dubœuf Beaujolais Nouveau. This year, the wait is over on November 15th, a day that marks the 25th Anniversary of Georges Dubœuf Beaujolais Nouveau in America.

What was once just a simple autumn rite to celebrate the arrival of the *primeur*, the year's first wine, has become an international phenomenon of staggering proportions. Since the arrival of the first bottle of Beaujolais Nouveau in the U.S. the trajectory of its popularity has been a steep and steady climb, an occurrence echoed in markets as far-flung as Germany and Japan. Dubœuf's American importer Bill Deutsch, of W.J. Deutsch & Sons, Ltd., vividly recalls the first arrival in the U.S., "We put a couple of bottles of Beaujolais Nouveau on the Concorde with some of Paul Bocuse's Boeuf Bourguignon. We ran from the airport with this Boeuf Bourguignon to Bloomingdale's for a Beaujolais Nouveau luncheon, where we introduced the wine to America." The excitement and demand for Beaujolais Nouveau has grown ever since and this is largely attributable to Georges Dubœuf and his son Franck, who have long been promoters of the Beaujolais region and its wines. It is Dubœuf's skills in selecting, blending and selling that have allowed Beaujolais Nouveau to go worldwide, but it is the honest appeal of this first wine of the harvest that has done the rest. Georges Dubœuf states, "The last 25 years have been an amazing journey. It has been tremendously rewarding to share my passion for this wine with America and to see how widely our tradition of celebrating Beaujolais Nouveau has been embraced."

EXCLUSIVE US AGENT

W.J. DEUTSCH & SONS LTD. 108 CORPORATE PARK DRIVE, WHITE PLAINS, NY 10604 P: 914 251-9463 F: 914 251-0283



LES VINS
—◆—
GEORGES DUBŒUF

A breezy young wine made from the Gamay grape in the Beaujolais region of France, Beaujolais Nouveau makes the journey from grape to glass in the express lane: the transformation from vine to vino is accomplished in a matter of weeks. *What It Is:* Fruity, juicy and light, Beaujolais Nouveau is a simple, accessible, uncomplicated pleasure, versatile enough to pair with everything from Thanksgiving turkey to beef and seafood. *What It Is Not:* A serious, complex wine that invites deep and ponderous contemplation.

To *fête* the 25th Anniversary, Duboeuf has issued the decree, “Let Them Eat Cake!” and in response, top pastry chefs have, well, risen to the challenge. Riffing on the theme of “The Art of Wine,” pastry chefs in New York, Chicago and Miami will compete to create outrageous towering tortes with Beaujolais Nouveau as their muse.

In addition, the winner of the 2007 Georges Duboeuf Wine Book of the Year Award, an annual tradition established in 1989 to recognize works that advance food and wine education, will also be announced. And finally, for this special anniversary, Duboeuf has created a commemorative poster featuring the labels from every Beaujolais Nouveau bottle issued in the past 25 years, each a colorful and unique design. Available online at www.WineWithoutRules.com, the public may snag a poster or a t-shirt sporting the label line up, simply by answering three simple questions.

EXCLUSIVE US AGENT

W.J. DEUTSCH & SONS LTD. 108 CORPORATE PARK DRIVE, WHITE PLAINS, NY 10604 P: 914 251-9463 F: 914 251-0283