



For Immediate Release

Contact: Melanie Young, M. Young Communications 212.620.7027 ext 303
melanieyoung@myoungcom.com

**Georges Duboeuf Beaujolais Nouveau Arrives November 20th –
Where to Taste and Enjoy**

New York, October 30- France's Beaujolais Nouveau will arrive November 20th following French law requiring that this young, fruity red wine be released no earlier than one minute past midnight on the third Thursday in November. Les Vins de Georges Duboeuf, the most popular producer of Beaujolais, will present 2008 Beaujolais Nouveau wines at 250 events around the nation. A schedule can be found at www.chilledred.com.

In New York City, several restaurants and retailers will celebrate with events open to the public. Here are a few highlights:

4 p.m. to 6 p.m. Franck Duboeuf, son and business partner of Georges Duboeuf, will appear for a Beaujolais Nouveau wine tasting at Sherry Lehmann, 505 Park Avenue.

6 p.m. to 9 p.m. City Harvest's Generation Harvest will host a Beaujolais Nouveau party at the Samsung Experience at Time Warner Center. Featured restaurants include Landmarc, Extra Virgin and others. Tickets are \$65 per person if purchased before November 10th and \$85 after that date. 100 percent of proceeds will benefit City Harvest's hunger relief initiatives. Information and reservations: 917-351-8716 or email lcoticchio@cityharvest.org.

6 p.m. – 11 p.m. Beaujolais Nouveau celebrations will be held at: Pigalle, 790 Eighth Ave.; Nice Matin, 201 West 79 Street; Marseille, 630 Ninth Avenue; Le Monde, 2885 Broadway; L'Express, 249 Park Avenue South; Café D'Alsace, 1695 Second Avenue; Brasserie Maison, 1700 Broadway and French Roast cafes located at both 78 West 11 Street and 2340 Broadway.

Beaujolais Nouveau is made from 100 percent Gamay - a thin-skinned grape with lower tannins. Wine drinkers enjoy its freshness on the palate and find that the wine pairs perfectly with casual food and is known by gourmets as a great complement to Thanksgiving turkey and ham. Georges Duboeuf Beaujolais Nouveau is also affordable, a reasonable \$10 - \$12 per bottle this year according to William Deutsch, chairman of W.J. Deutsch & Sons, Ltd. the U.S. agent for Les Vins de Georges Duboeuf.

###

Georges Duboeuf is the most popular producer of Beaujolais in the world and the number one French wine brand in the U.S. Georges currently represents over 400 winegrowers in the region. A self-made entrepreneur, he formed "Les Vins de Georges Duboeuf" in 1964, which he now oversees with his son, Franck. Today, Les Vins de Georges Duboeuf includes wines from Beaujolais, Mâconnais and Southern France. The wines are renowned for their quality, value and consistency. They are sold in 120 countries throughout the world.

W.J. Deutsch & Sons was founded in 1981 by Chairman Bill Deutsch to market quality wines produced by prestigious families from major wine regions of the world. Deutsch's wines are sold to the trade with well-planned marketing support and offered to U.S. consumers at fair market prices. Today the company is renowned for its brand building prowess and ability to identify and fill consumer niches within the wine category. Bill's son Peter Deutsch is CEO; thus two generations of the Deutsch family work side by side in their continuous quest to build strong brands and relationships throughout the wine industry.

The W.J. Deutsch & Sons portfolio includes award-winning wines from: Australia; [yellow tail], [yellow tail] The Reserve, [yellow tail] Sparkling, California; Atlas Peak, Buena Vista Carneros, Esser Vineyards, Gary Farrell Vineyards and Winery, Geyser Peak, XYZin, Kunde Estate, France; Andre Lurton, Georges Duboeuf, Hob Nob Vineyards, J. Vidal Fleury, Pierre Sparr, Sauvion et Fils, Idaho; Ste Chapelle, Italy; Barone Fini, Castello di Monastero, Coldisole, Poggio alle Sughere, Lionello Marchese, Villa Pozzi, New Zealand; The Crossings, Portugal; Quinta Do Vale Meao, Washington; Columbia Winery, Covey Run. For additional information about W.J. Deutsch & Sons please visit the company's website at www.wjdeutsch.com.