



For Immediate Release

**Beaujolais Biker Chefs and Sommeliers To Celebrate
Georges Duboeuf Beaujolais Nouveau Arrival Thursday, November 20th in Miami**

Miami, October 28 Corks will be popping on November 20th, along with a few wheelies, to celebrate the arrival of Georges Duboeuf's 2008 Beaujolais Nouveau. A motorcycle procession of chefs and sommeliers will join Duboeuf winemaker, Stéphane Queralt, to deliver an inaugural case of Beaujolais Nouveau to Casa Casuarina for a pre-lunch uncorking ceremony.

According to French law, Beaujolais Nouveau, a red wine made from 100 percent Gamay grapes, is released at one minute past midnight on the third Thursday in November. This longtime tradition is celebrated worldwide with creative "Beaujolais Nouveau Est Arrivé!" events, from midnight pajama parties to cases of wine being delivered by celebrities.

Participating "Beaujolais Bikers" will include: Mustafa Aziz and Bruno Macazaga, Villa Grande Club; Sean Bernal, Oceanaire Seafood Room; Sean Brasel, Meat Market; Marc Debas, Acqualina; Beto DiCarlo, Café Ragazzi; Carlos Fernandez, Hi-Life Café; Juliana Gonzalez and Sergio Navarro, SUSHISAMBA dromo; Stephane Hainaut, Barton G. The Restaurant; Didier Lailheugue, Au Pied de Cochon; Luis Lopez, Soyka; Mario Silvestri, DeVito South Beach; Juan Pablo Viejo, Andú, Jen Karetnick, *Wine News*; and Ralph Pagano, Host of MOJO HD's Pressure Cook; along with members of the local Harley Davidson "Hog Club."

Miami is one of several cities where Georges Duboeuf Beaujolais Nouveau celebrations will take place. In New York City, Beaujolais Biker chefs and sommeliers will escort Georges Duboeuf's heir apparent, Franck Duboeuf to arrival festivities. Paris Las Vegas hotel and Georges Duboeuf

-more-

will present a Beaujolais Nouveau themed weekend starting with the lighting of the hotel's Eiffel Tower Beaujolais red. For information and a schedule of Georges Duboeuf Beaujolais Nouveau events around the U.S. open to all wine aficionados, visit www.chilledred.com (available early November).

Georges Duboeuf proclaims that this year's vintage is expected to be full bodied and flavorful, noting "The 2008 Beaujolais Nouveau benefited from 20 days of brilliant sunshine the second half of September at the peak of harvest, resulting in very black ripe grapes of dazzling colors from deep red to shiny purple." Duboeuf represents over 400 winegrowers in the region.

By law, Beaujolais Nouveau's Gamay grapes must be harvested by hand. The wine's easy drinkability is partially due to a production process called carbonic maceration, or whole berry fermentation. This technique preserves the fresh, fruity quality of the wine, without extracting bitter tannins from the grape skins. The wine is bottled six weeks after harvest. Approximately one-third of the entire crop in the Beaujolais region is sold as Beaujolais Nouveau. A total of 65 million bottles of Beaujolais Nouveau are expected to be consumed this year.

Beaujolais Nouveau is a refreshing and versatile wine that pairs well with casual foods and is a popular complement to Thanksgiving turkey and ham. Georges Duboeuf Beaujolais Nouveau is priced at a reasonable \$10 - \$12 per bottle this year according to William (Bill) Deutsch, chairman of W.J. Deutsch & Sons, Ltd, exclusive 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. A self-made entrepreneur, Georges 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, and W.J. Deutsch & Sons Ltd. is their U.S. Agent.

###

Press Contacts:

Melanie Young, M. Young Communications,

212.620.7027 ext 303/melanieyoung@myoungcom.com

Jackie Mailhe, TARA Ink. 305.864.3434 ext.120/jackie@taraink.com

