



For Immediate Release

Beaujolais Biker Chefs and Sommeliers To Celebrate  
Georges Dubœuf Beaujolais Nouveau Arrival Thursday, November 20<sup>th</sup>

New York, October 29- Corks will be popping on November 20<sup>th</sup>, along with a few wheelies, to celebrate the arrival of Georges Dubœuf's 2008 Beaujolais Nouveau. A morning motorcycle procession of chefs and sommeliers led by Franck Dubœuf will deliver an inaugural case of Beaujolais Nouveau to David Bouley's new restaurant, Secession, 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.

Franck Dubœuf, heir apparent to Georges Dubœuf, the largest producer of Beaujolais in the world, will be joined by 20 "Beaujolais Bikers" including: Alain Allegretti, Allegretti; Jean-Claude Baker, Chez Josephine; Jean-Michel Bergougnoux, L'Absinthe; David Bouley, Secession; Heather Branch, Eighty One; R.J. Cooper, Vidalia, Washington, D.C.; Ariane Daguin, D'Artagnan; Kevin Garcia, 'Cesca; Johnny Iuzzini, Jean Georges; John Miele, Eighty One; Marc Murphy, Landmarc; Joseph Paulino, Café des Artistes; Francois Payard, Payard Patisserie & Bistro; Ron Pellizzi, Brooklyn Culinary Inc.; Kristie Petruccio, Restaurant Daniel; Joel Reiss, Artisanal; Gregory Rugin, Veritas; Cedric Tovar, Le Rouge Vif; Alex Ureña, Pamplona; and Jean Paul Zaremba, Colony Club, along with members of the local Harley Davidson "Hog Club." They will be joined by William (Bill) Deutsch, Chairman and Peter Deutsch, CEO of W.J. Deutsch & Sons Ltd., exclusive U.S. agent for Les Vins de Georges Dubœuf at an uncorking ceremony at Secession at 11:30 a.m.

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New York is one of several cities where Georges Duboeuf Beaujolais Nouveau celebrations will take place. In Miami Beach, Beaujolais Biker chefs and sommeliers will join Georges Duboeuf winemaker Stéphane Queralt for the arrival and uncorking ceremony. Paris Las Vegas hotel and Georges Duboeuf 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](http://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 Bill Deutsch.

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.

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