



**FOR IMMEDIATE RELEASE**

## **Paris Las Vegas to Light Eiffel Tower **Red** to Launch 2<sup>nd</sup> Annual Beaujolais Nouveau Celebration**

**Spectacles, special culinary offerings, unique wine tastings  
and Rock ‘n Roll Wine bash highlight 2008 wine release**

LAS VEGAS – November 13, 2008 – **Paris Las Vegas** will light the 50-story replica of the Eiffel Tower **red** at midnight on the morning of Thursday, November 20<sup>th</sup> to launch the weekend of Beaujolais Nouveau festivities celebrating the release of the 2008 wine. Guests and patrons throughout **Paris Las Vegas** will join in the four-day celebration, which will feature special events, tastings and unique Beaujolais Nouveau pairings. This year Paris Las Vegas has partnered with Georges Duboeuf, the number one producer of Beaujolais wines in the world.

Honoring the long tradition regulated by French law, Beaujolais Nouveau is released no sooner than the third Thursday of November, when it is ready for consumption just six weeks after the harvest. Thus, at one minute past midnight, huge celebrations are held all over the world to taste the latest wine of the harvest. More than 65 million bottles of Beaujolais Nouveau will be consumed in the months to follow.

For the 2<sup>nd</sup> annual celebration, the 2008 Beaujolais Nouveau will arrive to Paris Las Vegas by helicopter via Las Vegas Helicopters, landing just feet away from Eiffel Tower replica. Can-Can dancers will escort the wine from the helicopter and present the newly released wine to the celebrity guest host who will flip the switch to light the tower to kick off the celebration. Public and guests welcome to attend. The unique tower lighting will launch a bevy of resort events.

“We are thrilled to join wine-lovers around the globe to celebrate Beaujolais Nouveau, which has been a worldwide phenomenon for more than 50 years,” said Marilyn Winn, president of Paris Las Vegas. “Like St. Patrick’s Day in Chicago and Chinese New Year in San Francisco, we are thrilled to be hosting our 2<sup>nd</sup> annual event this year.”

Be one of the first to taste the delicious result of this year’s harvest at complimentary wine tastings. **Paris Las Vegas** and Georges Duboeuf will offer samples of the 2008 Beaujolais Nouveau to guests and patrons at a special lobby bar November 20<sup>th</sup>, 21<sup>st</sup> and 22<sup>nd</sup> from 1 p.m. to 8 p.m. The acclaimed Michelin-rated Eiffel Tower Restaurant will host a complimentary tasting open to the public on Friday, November 21 from noon to 3 p.m.

Paris Las Vegas' signature Les Artistes Steakhouse will host a special Beaujolais Nouveau wine tasting event not-to-be-missed on Saturday, November 22 from 1 p.m. to 3 p.m. Georges Duboeuf will offer a selection of their famed French wines in addition to the 2008 Beaujolais Nouveau. Representatives from Georges Duboeuf will be on hand to meet and greet the guest. The Award-Winning Paris Las Vegas culinary team has created special food stations which include: sweet and savory crepes, French cheese selections with fruit, nuts and Artisan breads, entrée stations will include Grilled Medallions of New York Strip, Overstuffed Squash Ravioli, Seared Turkey Rillettes and Hard Spice Smoked Duck. A special pastry station will feature assorted petite French pastry selections. Live music will create a festive atmosphere. Tickets are \$30 (all inclusive) and can be purchased at the Paris Box Office or by calling 1-877-374-7469.

Three of the resort's signature restaurants - Mon Ami Gabi, Les Artistes Steakhouse and Le Provençal - will feature special wine pairings and wine offerings throughout the celebration.

Les Artistes Steakhouse will offer a four-course dinner tasting menu featuring a choice of Steak and Blue Cheese Macaroni Gratin or Crispy Skinned Duck Confit appetizer, choice of Roquefort and Endive Salad or Frisee with Smoked Bacon Lardons, Herb and Garlic Roasted Prime Rib or Beef or Sage and Butter Game Hen as an entrée with assorted Petite French Petit Fours for dessert.

Le Provençal will offer a four-course tasting menu featuring Alastian Tarte or Grilled Chicken Brochette with Garlic and Fresh Herbs appetizer, choice of Roasted Tomato Bisque or Mesculin Salad with Roquefort and Cranberries, Flame Grilled 10 ounce New York Sirloin or Turkey Scaloppini with Papperadelle as an entrée with assorted Petite Italian Pastry and Cookies for dessert.

Guests at Mon Ami Gabi will enjoy Oysters with Corn Mignonette, Cream of Garlic Soup with Cabbage, Flageolet Beans and Ham Hock, Pan-Seared Artic Char with Red Potatoes, Brussel Sprout Leaves, Caramelized Garlic, Beaujolais and Bacon Sauce; Warm Roasted Chicken Sandwich with Camembert Cheese, Sliced Pears and Pineapple Sage Aioli with Blackcurrant Sorbet with Red Wine Syrup for dessert. Guests can also enjoy a wide-variety of Beaujolais Nouveau wines from a festive wine cart.

Rock 'n Roll Wine, known for its signature high-energy wine events, will host a Beaujolais Nouveau-themed wine tasting on Friday evening, November 21, inside Risqué, the nightclub at Paris Las Vegas. Scheduled from 7 to 10 p.m., the event will feature live music and a unique assortment of delicious world wines including Beaujolais Nouveau. Tickets may be purchased by visiting [www.rocknrollwine.com](http://www.rocknrollwine.com) or calling 702-240-3066. Ticket prices, which include wine and live entertainment, are \$38.50 in advance and \$44 at the door (tax inclusive).

All wine events and samplings will be available to guests age 21 or older.

**Paris Las Vegas** is a Harrah's Entertainment resort. From its dramatic 50-story replica of the Eiffel Tower to authentic architectural reproductions, elegant décor and superb convention facilities, to its fine cuisine, European-inspired boutiques and world-class entertainment – Paris Las Vegas celebrates the romance, excitement and savoir-faire of the European City of Light. In the heart of the famous Las

Vegas Strip, the passion, excitement and sophistication of Paris Las Vegas transports guests to Europe's most romantic city.

Georges Duboeuf is the largest producer of Beaujolais in the world and the number one French wine brand in the US. 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 value and consistency. They are sold in 120 countries throughout the world.

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\*High-resolution photos may be requested, and more details are available online at <http://media.harrahs.com> (Las Vegas, Paris Las Vegas, Latest News). Post event photos of the lighting of the Eiffel Tower will be available at: <http://media.harrahs.com>.

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