



## GEORGES DUBOEUF BEAUJOLAIS NOUVEAU EST ARRIVÉ !

We are pleased to present Georges Duboeuf Beaujolais Nouveau 2008.  
The wine officially debuts to the public Thursday, November 20<sup>th</sup>.  
Just in time for the holiday season!

### A few points about this year's Georges Duboeuf Beaujolais Nouveau:

- By French law, this wine may be released at 12:01 a.m. on the third Thursday in November.
- The harvest this year was optimum. Brilliant sunshine dominated the last 20 days of September, allowing for a late harvest in which the Gamay grapes achieved perfect balance. Yields are possibly the lowest since 1975; consequently the 2008 is a more full bodied, "winemaker's vintage."
- This year, in an unprecedented break from tradition, 75% of Georges Duboeuf Beaujolais Nouveau was delivered by ship from France to the U.S. instead of by air freight. According to Bill Deutsch, Chairman of W.J. Deutsch & Sons Ltd., Les Vins de Georges Duboeuf's exclusive U.S. agent, this measure was intended to help offset the wine's carbon footprint.
- The boat shipment also help offset an otherwise significant price increase due to rising fuel costs. Due to shipment by boat the wines will remain at a retail price of US\$10-12 per bottle.
- Georges Duboeuf and W.J. Deutsch & Sons will hold "Beaujolais Nouveau est Arrivé!" celebratory events in New York, Miami and Las Vegas, as well as Duboeuf restaurant promotions in other cities. In New York and Miami, Beaujolais Bikers – chefs and sommeliers on motorcycles-will escort the wine to uncorking ceremonies.
- Paris Las Vegas will hold a weekend of Georges Duboeuf Beaujolais Nouveau events November 20-22 starting with the wine's arrival by helicopter at one minute past midnight on November 20<sup>th</sup>.
- W.J. Deutsch & Sons has made donations to three hunger relief charities as part of the Georges Duboeuf Beaujolais Nouveau launch: City Harvest, Citymeals-on-Wheels and Share Our Strength.
- For information on Georges Duboeuf Beaujolais Nouveau and events in your area open to the public, please visit our new website [www.chilledred.com](http://www.chilledred.com)

Press contact: Melanie Young, M. Young Communications, 212.620.7027 ext 303  
[melanieyoung@myoungcom.com](mailto:melanieyoung@myoungcom.com).