

For Immediate Release

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

Les Vins Georges Duboeuf Introduces 2008 Beaujolais Crus

April 21, 2009 – Georges Duboeuf and his son and co-proprietor, Franck Duboeuf, presented a pre-release of their 2008 Beaujolais crus today at a reception in New York City, and announced that “the quality of this year’s vintage is excellent, thanks to the *savoir faire* of the vigneronns.”

According to senior Duboeuf, “After a wet summer, brilliant sunshine and dry conditions prevailed during September just before harvest resulting in very ripe, concentrated berries with stunning colors of deep red with hints of purple. It is our impression that due to smaller yields, the structure of the 2008 vintage has resulted in perfectly balanced and fuller bodied wines.”

The crus of Beaujolais represent the finest vineyards of the region. The wines, made from 100 percent Gamay grapes, tend to be fuller, denser, more aromatic and complex than other Beaujolais wines. Each is named after the area where the grapes are grown. There are ten crus in all, most referring to the villages where they are located: Brouilly, Chénas, Chiroubles, Côte-de-Brouilly, Fleurie, Julié纳斯, Morgon, Moulin-à-Vent, Régnié and Saint-Amour. The Duboeuf Beaujolais crus provide excellent value for the quality of the wine, with average retail prices per bottle ranging from \$12.99 to \$17.99.

Duboeuf’s new, stylish flower labels were also unveiled. Duboeuf’s wine labels are known for their individualized signature floral illustrations. The new labels for the Beaujolais crus continue the tradition but have been harmonized to convey elegance and stronger brand recognition.

-more-

"The idea of creating our flower labels came to me in the 1970s after staying at a simple hotel outside London whose silence and austerity reminded me of a cloister. The manager welcomed us with an arrangement of beautiful wildflowers. The effect was inviting and vibrant against the plain setting of the hotel, and it inspired me. I purchased some coloured drawing pencils at a market and started sketching the flowers. Back in France, I kept sketching more flowers to visually pair with my wines: wild roses for the Morgon; violets for the Chiroubles and honeysuckle for the Pouilly-Fuissé. I commissioned professional illustrators in Beaujolais to create the new labels for my crus, each with a different flower. I remember this like it was yesterday," said Duboeuf.

Today Georges Duboeuf's "Flower Labels" are recognized around the world and symbolize the wine producer's commitment to producing wines of quality from his beloved Beaujolais.

According to W.J. Deutsch & Sons, exclusive U.S. agent for *Les Vins Georges Duboeuf*, the 2008 Georges Duboeuf cru wines will be in stores and restaurants in September.

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, Kunde Estate, XYZin, 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, Villa Pozzi, New Zealand; The Crossings, Portugal; Quinta Do Vale Meao, Spain; Mar De Frades (Rias Baixas), Cruz de Alba (Ribera del Duero), Ramón Bilbao Vinos Y Vinedos (Rioja), and Volteo (Castilla), Washington; Columbia Winery, Covey Run. www.wjdeutsch.com

**GEORGES
DUBOEUF**

STYLE  SUBSTANCE™
PRODUCT OF FRANCE