

For Immediate Release

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Georges Duboeuf Announces New "Style & Substance™" Campaign

Les Vins Georges Duboeuf is launching a national marketing campaign in the U.S. themed "Style & Substance" starting May 1. According to Franck Duboeuf, Georges Duboeuf's son and co-proprietor of *Les Vins Georges Duboeuf*, Style & Substance™ underscores Georges Duboeuf's commitment to producing wines of the highest quality.

"My father built *Les Vins Georges Duboeuf* from a passion and dedication for producing wines of excellence. Winemaking is both a skill and an art, much like the design of fine piece of clothing. It requires all the finesse of the *vigneron* who must carefully nurture grapes to craft a wine that appeals to all of the senses."

Each element of the Style & Substance™ campaign will be tied both to fashion and design with special promotions in retail and restaurant accounts. It will launch over the summer with "Sip into Summer Whites," a restaurant and retail promotion for Georges Duboeuf's Mâcon-Villages, Pouilly-Fuissé and St. Véran white wines from the Mâconnais region of France. Consumers will be invited to dress up in white for "White Nights" at local restaurants where samples of the three wines will be served. A companion sampling program will take place at local retailers. Other activities planned include collaborations with design and fashion events and organizations, as well as point of sale materials and Style & Substance™ apparel.

A fall and winter Style & Substance™ campaign will focus on Duboeuf's Beaujolais reds with an emphasis on pairing wines for holiday entertaining and cause related activities tied to fashion and design. "Little Red Dress" events will be held in February to promote Duboeuf's Beaujolais cru, Saint-Amour, "the wine of romance." Also in the works is an "Is Fashion Your Bag?" design competition for a new Duboeuf wine tote.

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The program will be overseen by W.J. Deutsch & Sons, exclusive U.S. Agent for *Les Vins Georges Duboeuf*. Additional information about the Style & Substance™ campaign and listings of local events throughout 2009 can be obtained starting in May at www.chilledred.com.

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