

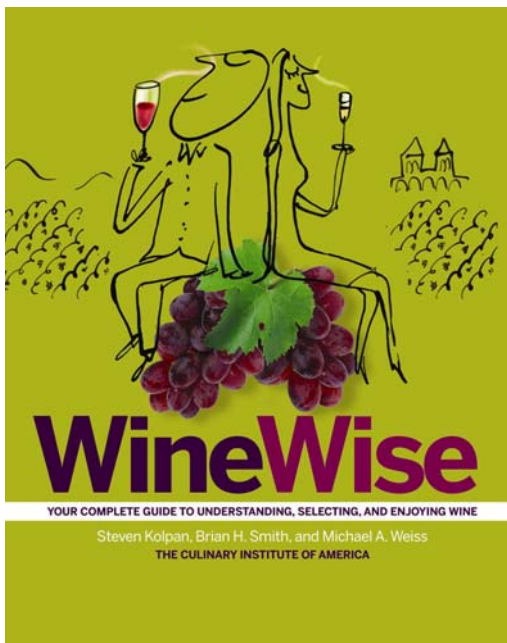
# GEORGES DUBOEF

For Immediate Release

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## Georges and Franck Duboeuf Award *WineWise: Your Complete Guide to Understanding, Selecting and Enjoying Wine* the 2009 Georges Duboeuf Wine Book of the Year

New York, April 21, 2009 - *WineWise: Your Complete Guide to Understanding, Selecting and Enjoying Wine* by Steven Kolpan, Brian H. Smith and Michael A. Weiss (John Wiley & Sons; Hardcover \$29.95) has been named the 2009 Georges Duboeuf Wine Book of the Year.



The Georges Duboeuf Wine Book of the Year was established to recognize authors whose books help promote and advance wine appreciation and education. This year's award was presented April 21st at a reception in New York hosted by Georges Duboeuf, his son and co-proprietor, Franck Duboeuf, Bill Deutsch, chairman of W.J. Deutsch & Sons Ltd., and son and co-proprietor Peter Deutsch. W.J. Deutsch & Sons is the exclusive U.S. agent for Les Vins Georges Duboeuf.

"The Georges Duboeuf Wine Book Award is part of our ongoing commitment toward recognizing excellence in all aspects of the wine industry. It is an honor to present it this year to such highly regarded wine educators from The Culinary Institute of America, the nation's leading institution for culinary education," said Georges Duboeuf.

Kolpan, Smith and Weiss have all been professors of wine studies at The Culinary Institute of America in Hyde Park, New York for more than two decades. They have traveled to virtually every wine region of the world and have trained more than 30,000 students to understand and appreciate wine. In *WineWise*, this renowned trio of wine experts provides a thorough introduction to the different styles, flavors and costs associated with wine varietals covering ten major wine producing regions of the world. *WineWise* provides a practical and informative approach to understanding wine and learning how to get more enjoyment from wine, from insights into the winemaking process to insider tips on pairing wine with food.

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"This is a book for anyone with an interest in wine, from novices to serious oenophiles. It is detailed and thorough, with examples of wine labels, maps and many color photographs. The book's tone is also approachable, offering common sense tips and covering great wines at all price points," said Bill Deutsch, chairman of W.J. Deutsch & Sons, Ltd., exclusive U.S. agent for Les Vins Georges Duboeuf.

Judges for this year's competition included: Anthony Dias Blue, Editor in Chief, *Tasting Panel Magazine*, Ed McCarthy, wine columnist and co-author, *Wine for Dummies* book series, Andrea Robinson, Master Sommelier, Leslie Sbrocco, author, TV host and wine consultant, and Michael Yurch, President, Sherry-Lehmann.

Past winners of the Georges Duboeuf Wine Book of the Year Award include *Hip Tastes: The Fresh Guide to Wine* by Courtney Cochran, *What to Drink with What You Eat* by Karen Page and Andrew Dornenberg, *Keys to the Cellar: Strategies and Secrets of Wine Collecting* by Peter Meltzer, *Wine Style: Using Your Senses to Explore and Enjoy Wine* by Mary Ewing Mulligan and Ed McCarthy, *Oldman's Guide to Outsmarting Wine* by Mark Oldman, *Wine for Women* by Leslie Sbrocco, *Decantations* by Frank Prial, *The Wine Bible* by Karen MacNeil, *The Unofficial Guide to Selecting Wine* by Felicia Sherbert, *Champagne for Dummies* by Mary Ewing-Mulligan and Ed McCarthy, *Taste: One Palate's Journey Through the World's Greatest Dishes* by David Rosengarten, *Wine for Dummies* by Mary Ewing-Mulligan and Ed McCarthy, *The Windows on the World Wine Correspondence Course* by Kevin Zraly, *The Winemaker's Year* by Michael Buller, *A Village in the Vineyards* by Tom and Sara Matthews.

*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, XYZin, Kunde Estate, 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, Lionello Marchese, 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](http://www.wjdeutsch.com)*

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