



For Immediate Release

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Georges Dubœuf Saint-Amour. The Wine of Love

New York, January 23 - Just in time for Valentine's Day, a wine that sings the song of Love: Georges Dubœuf's *Saint-Amour 2007*. This Beaujolais Cru has a luminous ruby color and a bouquet of fresh red raspberries, peaches, cherries and flowers. Luscious and round, Saint-Amour is made from 100 percent Gamay grapes. It is best served lightly chilled and pairs with a range of foods from charcuterie to sweet and savory berry dishes to chocolate.

The crus of Beaujolais represent the finest vineyards of the region. Each is named after the village where the grapes are grown. There are ten different crus in all. The wines tend to be fuller, denser, more aromatic and complex than non cru Beaujolais. Saint-Amour is a small village in the northernmost region of Beaujolais just south of the Mâcon. The provenance of the wine's name and the village can be traced back to Roman times. Amor, a soldier stationed under the illustrious Theban Legion, was persecuted for his Christian faith. He was later canonized, and his remains are enshrined in Burgundy. The Feast of Saint-Amour is held on August 9. According to Dubœuf, Amor was also the name of a fabled Latin lover.

Today, the legend of Saint-Amour is embodied in a beautiful Beaujolais cru that will give true pleasure to lovers of wine and romance. And, at \$15.99 a bottle, it is a price to fall in love with as well!

Imported by W.J. Deutsch & Sons, Ltd.

Saint-Amour Technical Facts (750 ml. bottle)

Grape: 100% Gamay

Acidity: 3.55 grams

Alcohol: 13%

Residual sugar: 1.2 grams

High res bottle shot available

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, Washington; Columbia Winery, Covey Run. For additional information about W.J. Deutsch & Sons please visit the company's website at www.wjdeutsch.com.