



For Immediate Release  
Catherine Cutier, Deutsch Family Wine & Spirits  
914-251-3282, [catherine.cutier@deutschfamily.com](mailto:catherine.cutier@deutschfamily.com)

Rebekah Polster, CRT/tanaka  
646-218-6039, [rpolster@crt-tanaka.com](mailto:rpolster@crt-tanaka.com)

**Georges Dubœuf Releases Beaujolais Nouveau 2012 Across the Nation  
Marco Tempest Unleashes Nouveau Magic at Midnight Celebration**

November 15, 2012 - New York, NY – At the stroke of midnight on November 15, corks popped across the country as Georges Dubœuf officially celebrated the release of his 2012 Beaujolais nouveau. At the flagship celebration in New York City, Georges Dubœuf Beaujolais Nouveau 2012 was unveiled at a magical celebration produced by experiential event designer Adam Aleksander that featured a stunning performance by world-renowned techno-illusionist Marco Tempest. This year’s Beaujolais nouveau offers magic on the inside and out with a one-of-a-kind ‘*Nouveau Magic*’ Augmented Reality label set to delight consumers nationwide.

Always a festive harbinger of the holiday season, the 2012 vintage holds special significance as the 30<sup>th</sup> anniversary of Georges Dubœuf Beaujolais Nouveau in the United States. Both Peter Deutsch and Franck Dubœuf rang in the 2012 Beaujolais Nouveau as a nod to the successful partnership between Les Vins Georges Dubœuf and Deutsch Family Wine & Spirits.

The annual arrival of Georges Dubœuf Beaujolais Nouveau is a feted occasion that happens every third Thursday of November, in accordance with French law and in observation of the tradition of this festive wine – the first of the harvest and of the vintage. Over the past 30 years, Georges Dubœuf Beaujolais Nouveau has been released in a series of festive celebrations that aim to top that of the year before.

As Beaujolais Nouveau festivities rang out across the nation, a spectacular event hosted by Les Vins Georges Dubœuf was happening at downtown Manhattan’s Highline Ballroom. Guests at the event were transported to a magical world through performances by various magicians & provocateurs, all leading up to the jaw-dropping midnight show by techno-illusionist, Marco Tempest. Tempest unveiled this year’s theme, “*Nouveau Magic*” during a never before seen performance that offered guests a glimpse of the magical experience that is embedded into every bottle of Georges Dubœuf Beaujolais Nouveau 2012.

For the first time, the Georges Dubœuf Beaujolais Nouveau is wrapped in an Augmented Reality label that consumers can access by downloading the Nouveau Magic App available for free on iTunes. Downloading the app allows users to play a fun and festive game with their bottle of Beaujolais Nouveau and Marco Tempest. Georges Dubœuf Beaujolais Nouveau 2012 is the first wine to employ this type of AR technology. To view more, visit: [www.ThirtyYearsofMagic.com](http://www.ThirtyYearsofMagic.com).

Georges Dubœuf Beaujolais Nouveau is the wine for the holiday season, with its arrival just prior to the celebration of Thanksgiving. The 2012 Beaujolais Nouveau is vibrant, fruity, and best served chilled. Cheers to the Holiday Season!

# GEORGES DUBOEU F

## *About Les Vins Georges Duboeuf*

Georges Duboeuf currently represents more than 400 winegrowers in the Beaujolais region. A self-made entrepreneur, he formed “Les Vins Georges Duboeuf” in 1964, which he now oversees with his son, Franck. Today, Les Vins 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. <http://www.facebook.com/georgesduboeuf>.

Les Vins Georges Duboeuf are imported by Deutsch Family Wine & Spirits.



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