

GEORGES DUBOEUF

GEORGES DUBOEUF BEAUJOLAIS NOUVEAU 2012

November is an exciting month for Americans, filled with food and wine celebrations, chief among them Thanksgiving. On the third Thursday of November, one week before Thanksgiving, is the celebration of the arrival of Beaujolais Nouveau. For the past 30 years, Americans have celebrated the arrival of each new vintage with mesmerizing activities. To honor the 30th anniversary of Georges Duboeuf Beaujolais Nouveau in the U.S., we will celebrate “Thirty Years of Magic” and the theme will be Nouveau Magic.

Marco Tempest, a virtual magician, is the spokesperson for the 2012 campaign. Marco is known for his imaginative combination of computer-generated imagery, quick-cut video, and enthusiastic stage performances. He will use his new brand of magic to tell the story behind the brand, the wine and the overall celebration of Beaujolais Nouveau.

Even more exciting, for the first time ever, this year’s label will come to life! Through a customized augmented-reality application, consumers will be able to hold their smartphones up to any 2012 Georges Duboeuf Beaujolais Nouveau label and have a magical interactive experience with the bottle.

BE IN THE KNOW ABOUT NOUVEAU:

1. Beaujolais is located in the region of Burgundy, France, where winemaking traces back to the Roman times. There are 2,500 Beaujolais growers in the region.
2. By law, Beaujolais grapes must be harvested by hand and grown on individual, free standing vines. In 2011 the harvest started on August 24th across the 3,000 vineyards.
3. Beaujolais Nouveau is made from 100% Gamay grapes, which have thinner skins than most grapes, causing lower levels of tannin. The wine is meant to be served slightly chilled, at about 55°F, which brings out the wine’s refreshing and fruit-forward character better than if it were served at room temperature.
4. Beaujolais Nouveau owes its easy drinkability to a winemaking process called carbonic maceration, or whole-berry fermentation. This technique preserves the fresh, fruity quality of the wine without extracting bitter tannins from the grape skins.
5. Beaujolais Nouveau pairs beautifully with a range of foods, from casual dishes to holiday specialties such as turkey and ham. Because of the timing of its release, Beaujolais Nouveau is widely known as the ideal wine to serve at Thanksgiving.
6. Originally, Beaujolais Nouveau was the wine of the vineyard workers, consumed to celebrate the end of harvest and giving them a first taste of the new vintage.
7. In 1985, France passed a law requiring that Beaujolais Nouveau must always be released on the third Thursday in November anywhere in the world.

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BE IN THE KNOW ABOUT NOUVEAU (cont.):

8. As a way to herald the wine's official release, *Beaujolais Nouveau* countdown parties became popular throughout France and abroad. Now, Beaujolais Nouveau Day is a global celebration, much like New Year's Eve or Fat Tuesday. Other wine regions have followed the lead of Beaujolais producer Georges Duboeuf by creating their own wine day – but no annual wine celebration is as big or as festive as Beaujolais Nouveau Day.
9. More than 35 million bottles of Beaujolais Nouveau are expected to be consumed in the months following the wine's release.
10. Since arriving for the first time in the U.S. in 1982, the Georges Duboeuf Beaujolais Nouveau label has featured a vibrant, one-of-a-kind design. Georges Duboeuf has also been at the forefront of some of the most creative and festive arrival parties. Here are some examples:

2011: Nouveau Expression – Georges Duboeuf collaborated with renowned Brooklyn artist Michael McLeer, a.k.a. Kaves, to create *Nouveau Expression*, a celebration of creativity, self-expression and enjoying the moment, to coincide with Duboeuf's release of the 2011 Beaujolais Nouveau. A multi-talented artist specializing in graffiti, tattoo, music and film, Kaves designed a unique, graffiti-inspired celebration for the 2011 label.

2010: Nouveau Cirque – At a festive, circus-themed arrival for the media, the first bottle of Nouveau was delivered in a dazzling display by a trapeze artist to actress/model Molly Sims who uncorked the bottle with Franck Duboeuf, son of Georges.

2009: Peace Love & Beaujolais Nouveau – Dozens of Nouveau “hippies” in Nouveau-themed tie-dyed T-shirts flocked the streets of New York and Miami promoting Nouveau's arrival and appeared at media “Sip Ins” where the wine was delivered in “Peace Love & Beaujolais” Volkswagen busses. At each event canned food was collected to donate to local food banks.

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