



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)

**Celebrate Through the Season with Georges Dubœuf Beaujolais Nouveau 2012**  
*2012 Vintage is vibrant, festive and perfectly tailored to all your holiday entertaining*

The vibrant and refreshing flavors of the 2012 Georges Dubœuf Beaujolais Nouveau will bring magic to all of your holiday celebrations this season – whether you’re planning a cookie swap, cocktail party, or epic feast with family and friends. The 2012 Georges Dubœuf Beaujolais Nouveau is the most festive wine of this Holiday Season and this year, the party starts before you even open the bottle!

Gather friends and family to experience the first-ever Augmented Reality label wrapping every bottle of Georges Dubœuf Beaujolais Nouveau. This fun AR experience is accessible on iPhones and Droids by downloading the free Nouveau Magic app online or by visiting [www.ThirtyYearsofMagic.com](http://www.ThirtyYearsofMagic.com). Once the app is downloaded, consumers point their phone at the label to meet world-renowned techno-illusionist Marco Tempest, who shows what kind of magic goes into making a bottle of Georges Dubœuf Beaujolais Nouveau.

The celebration continues with the bright and fruity Beaujolais Nouveau 2012, a great accompaniment to the season’s signature dishes and flavors! Best served chilled and retailing at only \$9.99, the Georges Dubœuf Beaujolais Nouveau also makes a fantastic gift at an unbeatable price.

The annual release of Georges Dubœuf Beaujolais Nouveau always heralds the arrival of the holiday season. This year, it was released on November 15 and toasted at parties around the country - highlighted by a spectacular event at Manhattan’s Highline Ballroom hosted by Georges’ son, Franck Dubœuf. Guests at the event were transported to a magical world designed by experiential event designer Adam Aleksander, filled with dazzling performances by various magicians, provocateurs and a grand midnight reveal of the new vintage by Marco Tempest.

**About Les Vins Georges Dubœuf**

Georges Dubœuf currently represents more than 400 winegrowers in the Beaujolais region. A self-made entrepreneur, he formed “Les Vins Georges Dubœuf” in 1964, which he now

# GEORGES DUBOEU F

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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