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Georges Dubœuf Conjures Nouveau Magic
Celebrating Thirty Years of Beaujolais Nouveau in the U.S.

For 30 years, wine lovers across the United States have eagerly anticipated the third Thursday of November and the grand unveiling of Georges Dubœuf Beaujolais Nouveau. And every year, Georges Dubœuf surpasses expectations as the new vintage arrives amid a flurry of excitement and spectacle. If there is any wine that deserves such a festive welcome, it is certainly Georges Dubœuf Beaujolais Nouveau – the first wine of the harvest and the first taste of a new vintage.

This year is no exception and on November 15, the 2012 Georges Dubœuf Beaujolais Nouveau will be released amidst celebration befitting this exceptionally exuberant wine, perpetuating the long tradition of festivity and great winemaking in a celebration of Nouveau Magic!

To honor this 30th anniversary, Georges Dubœuf has invited world-renowned techno-illusionist Marco Tempest to become a part of the story and celebration of Beaujolais Nouveau. For the first time, Georges Dubœuf will introduce a label that incorporates an Augmented Reality experience through a smartphone app available for free that allows consumers to have a magical experience with Marco Tempest and Beaujolais Nouveau.

Tempest is a virtual magician known for his imaginative combination of computer-generated imagery, quick-cut video and enthusiastic stage presence. Through online videos and via the augmented reality label, Tempest invites wine lovers into his world to play with Nouveau Magic. On the eve of Beaujolais Nouveau day, Tempest will perform for guests with a masterful blend of digital media, dazzling illusion and new magic at the Beaujolais Nouveau Midnight Magic Show in New York City where the 2012 vintage will be unveiled and the first bottles will be tasted at midnight.

The 2012 vintage is vibrant, fruit-forward and best served chilled. Despite the short harvest the “quality is excellent!” Georges Dubœuf has proclaimed. “The color is a lovely ruby red with purplish tints. The aromas are very pleasant, dominated by red berries, and on the palate, they are flavorful, subtle, fresh and fruity with good structure and balance,” Dubœuf confirmed.

Beaujolais Nouveau is the perfect wine for holiday celebrations; it is synonymous with festivity and, thanks to its bright flavors, it is delicious paired with holiday food – starting with a Thanksgiving turkey! Retailing at only \$9.99 Georges Dubœuf Beaujolais Nouveau makes a fantastic gift and great value. The 2012 Georges Dubœuf Beaujolais Nouveau will be available nationwide, along with the augmented reality app that allows users to experience Nouveau Magic, on November 15, 2012.

For more information about Georges Dubœuf Beaujolais Nouveau, visit: www.ThirtyYearsOfMagic.com.

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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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