

GEORGES DUBOEU F

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Contact: M. Young Communications 212.620.7027

Melanie Young melanieyoung@myoungcom.com

Prisca Nyko ponyko@myoungcom.com

New 2008 Georges Duboeuf Beaujolais Crus: The Gems of the Appellation

New York – October 16, 2009 – The 2008 Georges Duboeuf Beaujolais crus are now available in the U.S. in time for holiday entertaining, gifting and pairing with Autumn's luscious dishes such as chunky soups or hearty casseroles.

The crus of Beaujolais represent the finest vineyards in the region, and the new release of the 2008 vintage is a gem, according to Georges Duboeuf, proprietor of Les Vins Georges Duboeuf. "The 2008 Beaujolais crus are excellent wines, perfectly balanced and slightly fuller bodied than prior vintages, thanks to smaller yields. These are versatile wines that are ideal for serving on any occasion, from a simple bistro lunch to a holiday meal or party."

Made from the indigenous Gamay grape, Beaujolais crus tend to be fuller, denser, more aromatic and more complex than other Beaujolais wines. Each cru is named after the area where the grapes are grown. There are ten crus in all, most referring to the villages where they are located: Brouilly, Chénas, Chiroubles, Côte-de-Brouilly, Fleurie, Juliéna s, Morgon, Moulin-à-Vent, Régnié and Saint-Amour. Georges Duboeuf crus are recognized by their distinctive flower labels, a signature of Duboeuf that started in the 1970s when a simple bouquet of wildflowers inspired the wine producer to begin sketching different flowers for each of his wine labels. They provide excellent value for a quality wine with the average retail price per bottle ranging from \$12.99 to \$15.99.

For holiday gift-giving, a collection of six Duboeuf Beaujolais crus makes a simple yet elegant expression for under \$100 and all 10 Duboeuf crus for under \$130, plus tax.

"Understandably, consumers have resisted the urge to splurge this past year," says Bill Deutsch, Chairman of W.J. Deutsch & Sons, the exclusive importer for Les Vins Georges Duboeuf. "Yet, everyone still wants to give gifts that will impress and be appreciated. The wonderful thing about the Beaujolais crus is that you can buy the best wines from a special region of France without breaking the budget. These are terrific wines, and they pair beautifully with popular foods such as roast chicken, meat loaf, pasta dishes and fresh cheeses."

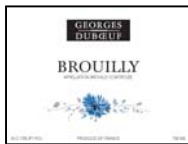
-more-

In addition to the crus, Georges Duboeuf has carefully selected estates- *domaines*- in Beaujolais that release award-winning wines for an exceptional quality-price ratio. The *Wine Enthusiast* gave 91 points to the 2008 Georges Duboeuf Domaine des Quatres Vents (\$17.99): "Opulent and generous, this is one of Duboeuf's most charming wines. That is not to say it doesn't have structure balanced with the layers of red fruits, but it is the richness allied to a velvet texture that makes it so attractive." The 2008 Morgon Domaine Jean Descombes (\$15.99) received 90 points from the *Wine Advocate*, which declared that "this is also more than bright enough to refresh, and grips impressively with finishing complexity of animal nuances and floral inhalation."

The Duboeuf Beaujolais crus and Domaines are sold nationally at stores selling fine wines. For information: www.wjdeutsch.com.

"Consistent in style and amazingly low in price, the myriad Beaujolais bottling of Georges Duboeuf continue to represent outstanding values in the American marketplace," The Wine Advocate, August 31, 2009.

A Primer on the Beaujolais Crus of Georges Duboeuf:



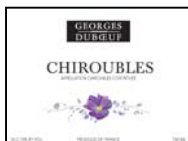
2008 Brouilly Flower Label \$13.99

Deep, radiant ruby color, so typical of classic Brouilly. Intensely perfumed, offering a whirl of richly concentrated, jam-like fruits, such as damson plum, strawberry, peach and red currant. The texture is opulent and velvety.



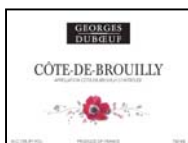
2008 Chénas Flower Label \$13.99

The deep ruby color of this leans toward a garnet hue. Gently perfumed, soft yet powerful, is said to be "a spray of flowers placed in a velvet-lined basket." its blending of red fruit and floral fragrances, such as peonies and roses, with delicate spice tones, offers what could be termed "divine poetry."



2008 Chiroubles Flower Label \$12.99

This delightful "sunbeam" nectar wears a pretty red silk dress. Its subtle perfume delicately blends red fruit and especially flowers, with the most exquisite femininity. A fresh, tender mouth offers soft and graceful charm. Distinctively restrained and sensuous.



2008 Côte de Brouilly Flower Label \$12.99

Visually, this wine offers a beautiful purple color with glints of ruby. In the bouquet, one picks up very fine aromas of freshly picked grapes, irises and violets, with a slight mineral touch. It is on the palate that it is most impressive, intense and full-bodied. This is a cru that can age very well, rewarding one with patience before pulling the cork, to allow it to reach its full potential



2008 Fleurie Flower Label

\$15.99

This shows a deep, intense crimson red color. A sumptuous array of floral and fruit fragrances flatter the senses: irises, violets, roses, black currant, strawberry, peach and raspberry. Distinctively elegant and velvety.



2008 Juliéna Flower Label

\$12.99

Intense ruby in color, this Juliéna has a bouquet with both floral (irises and peonies) and fruit character (strawberry, peach and raspberry). Its typically firm texture comes from its backbone of natural acidity and tannin. Well-structured and flavorful, with perfect balance.



2008 Morgon Flower Label

\$12.99

This displays a beautiful intense purple color highlighted with glints of ruby. Fruit character lies in the direction of apricot, peach, cherry and plum, with subtle hints of kirsch and anise. Notice a broad-shouldered, ample structure.



2008 Moulin-à-Vent Flower Label

\$15.99

Intense color, varying between deep garnet and dark ruby. This Moulin-à-Vent is suggestive of both flowers and fruit, particularly violets and cherries. Well-structured with moderate tannins, delicately spiced, it offers complexity and good length, elegance and harmony, power and velvet.



2008 Régnié Flower Label

\$11.99

This displays a bright cherry red color, true to character. It offers an intensely perfumed nose of typical red fruits, especially raspberry, red currant and wild strawberry, and occasionally, deliciously ripe peach. Soft tannins lend body. A pleasantly lively, spicy, rounded and generous wine.



2008 Saint-Amour Flower Label

\$14.99

The luminous color of this is handsomely ruby red. The nose hints of delightful red berries with floral tones, combining freshness and finesse. It is a wine that features a very pleasant fruit character.

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About Les Vins Georges Duboeuf

Georges Duboeuf is the most popular producer of Beaujolais in the world. Georges currently represents over 400 winegrowers in the 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.

About W.J. Deutsch & Sons

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 and spirits 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 and spirit categories. 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 drinks industry.

The W.J. Deutsch & Sons portfolio includes award-winning wines and spirits 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, Landy Cognac, Pierre Sparr, Sauvion et Fils, Vidal Fleury, 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, Spain; Mar De Frades (Rias Baixas), Cruz de Alba (Ribera del Duero), Ramón Bilbao Vinos Y Vinedos (Rioja), and Volteo (Castilla), Washington; Columbia Winery, Covey Run. www.wjdeutsch.com