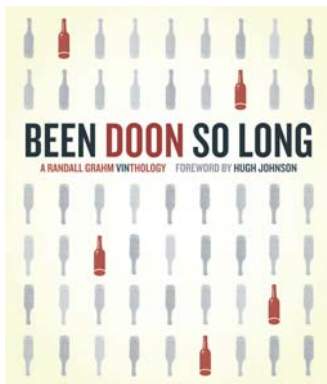


For Immediate Release

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GEORGES AND FRANCK DUBOEU F NAME *BEEN DOON SO LONG*
2010 GEORGES DUBOEU F WINE BOOK OF THE YEAR



New York City, June 2, 2010 – *Been Doon So Long: A Randall Graham Vinthology* by Bonny Doon Vineyard's Randall Graham, publisher University of California Press, is named the Georges Duboeuf Wine Book of the Year for a book on the subject of wine written and published in 2009.

The Georges Duboeuf Wine Book of the Year was established to recognize authors whose books help promote and advance wine appreciation and education. The award was announced June 2 at a trade lunch hosted by Georges Duboeuf, his son and co-proprietor, Franck Duboeuf, Bill Deutsch, chairman of W.J. Deutsch & Sons Ltd., and son and chief executive officer Peter Deutsch. W.J. Deutsch & Sons is the exclusive U.S. importer for Les Vins Georges Duboeuf.

"*Been Doon So Long* is truly an original approach to the subject of wine. It is full of wit, wisdom, passion and parody," said Georges Duboeuf. "Graham's lively twist and nod to the literary, intertwined with the subject of wine is simply brilliant. This book is destined to become a classic. It is a special honor to present this award to a colleague who, like me, shares a poetic passion for winemaking."

Randall Graham is one of the most irreverent and respected winemakers in the United States -- a trail blazer who stands for terroir and who led the Rhône Ranger movement in California. He established Bonny Doon Vineyard in the Santa Cruz Mountains in 1981. He and his wines have received numerous industry accolades including James Beard Foundation Outstanding Wine and Spirits Professional. He is a member of the Who's Who of Food & Beverage In America.

In his foreword for *Been Doon So Long*, esteemed wine writer Hugh Johnson says of Graham, "His writing wouldn't be collected in an anthology now, though, if Mr. Graham were not an instinctive, creative writer in the high satirical fashion. The wine business has not had an Alexander Pope or Jonathan Swift before."

Chairman Bill Deutsch says, "Pour yourself a glass of wine and settle in for a great read with *Been Doon So Long*. This book is highly entertaining and insightful; substituting wine satire for wine snobbery and parody over pontification. You can't help but smile and realize we cannot always take ourselves and this business too seriously."

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Judges for this year's competition included: Anthony Dias Blue, Editor in Chief, *Tasting Panel Magazine*, Mark Oldham, wine writer, and Leslie Sbrocco, author, TV host.

Past winners of the Georges Duboeuf Wine Book of the Year Award include *WineWise: Your Complete Guide to Understanding, Selecting and Enjoying Wine* by Steven Kolpan, Brian H. Smith and Michael A. Weiss; *Hip Tastes: The Fresh Guide to Wine* by Courtney Cochran, *What to Drink with What You Eat* by Karen Page and Andrew Dornenberg, *Keys to the Cellar: Strategies and Secrets of Wine Collecting* by Peter Meltzer, *Wine Style: Using Your Senses to Explore and Enjoy Wine* by Mary Ewing Mulligan and Ed McCarthy, *Oldman's Guide to Outsmarting Wine* by Mark Oldman, *Wine for Women* by Leslie Sbrocco, *Decantations* by Frank Prial, *The Wine Bible* by Karen MacNeil, *The Unofficial Guide to Selecting Wine* by Felicia Sherbert, *Champagne for Dummies* by Ed McCarthy, *Taste: One Palate's Journey Through the World's Greatest Dishes* by David Rosengarten, *Wine for Dummies* by Mary Ewing-Mulligan and Ed McCarthy, *The Windows on the World Wine Correspondence Course* by Kevin Zraly, *The Winemaker's Year* by Michael Buller, *A Village in the Vineyards* by Tom and Sara Matthews.

Been Doon So Long
A Randall Graham Vinthology

By Randall Graham; Foreword by Hugh Johnson
336 pages, 8-1/2 x 10", 26 color illustrations, 35 line illustrations
cloth 978-0-520-25956-0 \$34.95

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About Les Vins Georges Duboeuf

Georges Duboeuf currently represents over 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.

About W. J. Deutsch & Sons

W.J. Deutsch & Sons, Ltd. 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 are offered to U.S. consumers at fair market prices. Today the company is renowned for its brand building prowess and its ability to meet the needs of the modern consumer. 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 wine and spirit industry.

The W.J. Deutsch & Sons portfolio includes award-winning wines from Australia: [yellow tail], [yellow tail] The Reserve, [yellow tail] Sparkling; California: Esser Vineyards, Kunde Estate; France: André Lurton, Georges Duboeuf, Hob Nob Vineyards, Patch Block, Pierre Sparr, Sauvion et Fils, Vidal Fleury; Italy: Barone Fini, Castello di Monastero, Coldisole, Poggio alle Sughere, Lionello Marchesi, 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); Chile: Llai Llai; Argentina: Ruta 22, and award-winning spirits from Landy Cognac (France), Lüksusowa Vodka (Poland) and Villa Massa (Italy). www.wjdeutsch.com

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