



For Immediate Release

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GAMAY MEETS GRAFFITI

Georges Dubœuf taps Brooklyn artist Mr. Kaves to encourage aspiring artists to “Be Heard”

New York, August 1, 2011---French wine producer Georges Dubœuf today launched a collaboration with renowned Brooklyn artist Michael McLeer, a.k.a. “Mr. Kaves,” to encourage consumers to make a statement through art. **Nouveau Expression—Be Heard** is a multi-media art contest that asks consumers to share a personal artistic expression for a chance to win a place in the Nouveau Expression Art Exhibit in New York City, on November 16-17, 2011. A grand prize winner will win a trip for two to attend the Exhibit in person.

“**Nouveau Expression—Be Heard** is about making a statement, exploring your creative side and sharing a perspective,” said Franck Dubœuf, co-owner of Les Vins Georges Dubœuf. “The contest enables us to connect with our Nouveau wine consumers through social media and have them connect with each other.”

The contest, which runs from August 1 to September 15, 2011, invites artistically-inspired consumers, 21 and older, to make a creative statement through art, poetry, sculpture, dance, music or film and to share their original work on the Georges Dubœuf Facebook page <http://www.facebook.com/georgesdubœuf>. The top 20 fan favorites – those getting the most “likes” on Facebook – will then be judged by Mr. Kaves, who will select 10 finalists. The work of the 10 finalists will be featured along with Mr. Kaves’ work in a Nouveau Expression Art Exhibit which will be the centerpiece of the Beaujolais Nouveau celebration in New York.

“We chose Mr. Kaves for his urban view, highly creative perspective and multi-faceted skills, which range from music to acting and filmmaking, tattooing and street art,” said Duboeuf. “Kaves reflects the vibrant youthfulness of Beaujolais Nouveau and the fresh new approach we are taking to connect with consumers.”

“I’m inspired by Georges Duboeuf,” said Mr. Kaves. “Here was this simple wine guy in the 1960s who had an idea, and his ‘tools’ were the land and the grapes. He started out peddling his wine on the street by bicycle, not that different from the way I began. I started with street art and tattoo. Then I added music, filmmaking and acting. These are the ways I express myself and make my statement. By participating in the Be Heard contest, I hope I can inspire someone else to find their voice.

“I’m going to be looking at submissions that celebrate free expression, make you want to live the moment,” Kaves added.

The **Nouveau Expression Art Exhibit** which will be the centerpiece of the Beaujolais Nouveau celebration taking place in New York on November 16-17, 2011. The Exhibit will feature the exciting and vibrant work of Mr. Kaves along with the submissions from the 10 finalists. A highlight of the event will be the official arrival of the 2011 Georges Duboeuf Beaujolais Nouveau. By French law, this fresh, fruity young red wine may be uncorked at one minute after midnight on the third Thursday in November.

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About Mr. Kaves

Mr. Kaves is an accomplished artist whose talents encompass street art, graphic design, acting and filmmaking, tattoo, fashion and music. His work has been published in numerous books and showcased at many museums and art exhibits, including the Gunther Sachs Museum of Fine Arts in Germany, The Blackstone Hotel in Chicago and the Rock and Roll Hall of Fame in Cleveland. He is the founder of the early 1990s hip hop band, The Lordz of Brooklyn, whose album, *The Brooklyn Way*, was released by Warner Music Group. Mr. Kaves is the co-creator and producer of the JAM Awards, a tribute concert and award show benefiting the Jam Master Jay Foundation for Music, which raises money for public school music programs. He owns and operates a successful art, apparel and tattoo shop, *Brooklyn Made Tattoo*, which also serves as the hub for all his creative endeavors. Mr. Kaves co-created and produced *The Brooklyn Way*, a multi-episode docu-series about life as *The Lordz of Brooklyn*, which aired nationally on Fuse TV. His movie, *The Shoemaker*, premiered in New York City on January 2011. He is currently working on a pilot for television entitled *Donnybrook* and will open his art gallery in Miami at the end of this year.



[Become a fan of Georges Duboeuf](http://www.facebook.com/georgesduboeuf)

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>

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. In 2009 Deutsch announced the expansion of the award-winning company to include a separate Spirits Division, W.J. Deutsch Spirits LLC. 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] Bubbles; California: Girard Winery, Windsor Sonoma, Sonoma Coast Vineyards, Kunde Family Estate, Joseph Carr, Josh Cellars; France: Andre 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; Nine Walks; 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), Luksusowa Vodka (Poland), The Original MOONSHINE and Adult Chocolate Milk (USA) and Villa Massa (Italy). www.wjdeutsch.com.