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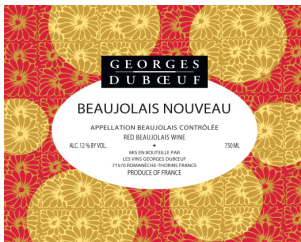
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***Rootstock: Peace, Love and Beaujolais Nouveau!***

**Georges Duboeuf 2009 Beaujolais Nouveau Est Arrivé on November 19<sup>th</sup>  
with Food Drives and Sip-Ins in New York and Miami**



**New York, November 5, 2009** – Les Vins Georges Duboeuf will “share the love” for the 2009 Beaujolais Nouveau arrival on Thursday, November 19<sup>th</sup> – the official release date of this fruity wine that celebrates the end of the harvest and gives a foretaste of this year’s vintage (reported to be one of the best vintages in the past 50 years). In both New York and Miami, “Peace, Love and Beaujolais Nouveau” vintage VW ‘Love Buses,’ escorted by Beaujolais Biker Chefs and wine-loving hippies, will help launch a week-long food drive and deliver the first cases of Georges Duboeuf Beaujolais Nouveau wine to the official “sip-in” uncorking ceremonies.

According to French law, Beaujolais Nouveau, a red wine made from 100 percent Gamay grapes, is released at one minute past midnight on the third Thursday of each November. This decades-old tradition is celebrated worldwide with creative “Beaujolais Nouveau Est Arrivé!” events, heralding the wine’s arrival with pajama parties, festive deliveries, music, dancing, etc.

In New York, Les Vins Georges Duboeuf and its exclusive U.S. importer, W.J. Deutsch & Sons, will partner with Food Bank For New York City to sponsor a food drive from November 19<sup>th</sup> to 25<sup>th</sup>. Designated retailers and restaurants will act as collection points. The website [www.duboeufnouveau.com](http://www.duboeufnouveau.com) will host a virtual food drive for online donations. Festivities will kick-off the morning of November 19<sup>th</sup> with informal flower power “sit-ins” and wine-loving hippies traveling around the city on the Georges Duboeuf Beaujolais Nouveau Love Bus to deliver cans of food and spread the word about the food drive. There are 1.5 million New York City residents who rely on the Food Bank For New York City’s programs and services and Georges Duboeuf is excited to help them during this holiday season.

A private “sip-in” (the official uncorking ceremony) will take place at Bistro Bagatelle in New York City’s Meatpacking District on the same day.

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Concurrently in Miami, Georges Duboeuf and W.J. Deutsch & Sons will partner with Feeding South Florida (formerly Daily Bread Food Bank) for a week-long food drive between November 19<sup>th</sup> and 25<sup>th</sup>. Similar to New York, a virtual food drive will take place at [www.duboeufnouveau.com](http://www.duboeufnouveau.com). The Beaujolais Nouveau Love Bus will lead a band of biker chefs and flower power hippies to food drop-off locations and also deliver the first cases of wine to the restaurant Au Pied de Cochon for a private uncorking ceremony and lunch. Per the Feeding South Florida's data, Miami is the poorest major city in the United States; 42% of children in Miami live in homes with incomes below the poverty level.

"We felt it was particularly important to 'share the love' in what, for many people, has been a very tough year. That's why this year's Beaujolais Nouveau arrivals support the local community through our food drives. We have also brought the wine in by boat to keep retail prices down and reduce our carbon footprint," said Bill Deutsch, Chairman of W.J. Deutsch & Sons.

This year's Beaujolais Nouveau will be priced at \$9.99, and the Beaujolais-Villages Nouveau, at \$10.99. The two wines' 2009 labels reflect Georges Duboeuf's traditional floral theme, popping with orange and gold blooms, making a strong 'flower power' statement, in keeping with this year's Rootstock theme.

Around the country, several public celebrations will take place. Details on these events and how to donate and 'share the love' can be found at [www.duboeufnouveau.com](http://www.duboeufnouveau.com). The website will be continuously updated with new Georges Duboeuf Beaujolais Nouveau events taking place throughout the U.S.

#### Program of festivities:

Georges Duboeuf and Paris Las Vegas will host the property's third annual Beaujolais Nouveau celebration with a traditional grape stomp reminiscent of the iconic "Lucy" scene. The event will take place on November 18<sup>th</sup>, at 3 p.m. coinciding with midnight Beaujolais Nouveau festivities in Paris, France. Five days heralding this year's harvest will feature special events, tastings and unique Beaujolais Nouveau pairings at eateries such as Mon Ami Gabi, Les Artistes Steakhouse and the Sterling Brunch at Bally's Steakhouse. Samples of 2009 Georges Duboeuf Beaujolais Nouveau, served with commemorative glasses, will be available at a special lobby bar in the Paris reception area Thursday through Saturday from noon to 6 p.m. Guest can enjoy the highlights of Paris without leaving Las Vegas with the sensory tour *Wine 101: Passport to Wine* on Thursday, November 19<sup>th</sup>. For more information on the entire weekend of events and special packages visit <http://www.parislasvegas.com/pariswine/>.

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Mon Ami Gabi restaurants in Chicago; Oak Brook, IL; Bethesda, MD; and Reston, VA, will celebrate the arrival of Georges Duboeuf Beaujolais Nouveau on Thursday November 19<sup>th</sup> with festive parties featuring live music, hors d'oeuvres, and the chance to win a variety of prizes including a trip to Las Vegas. Admission is \$35 per person plus tax and gratuities. For more information visit [www.monamigabi.com](http://www.monamigabi.com).

Additional Beaujolais Nouveau celebrations are planned throughout the country; visit [www.duboeufnouveau.com](http://www.duboeufnouveau.com) for more details.

Georges Duboeuf is a premium producer of award-winning French wines from the Beaujolais and Mâconnais regions of Burgundy. In his last harvest report, Duboeuf enthusiastically stated that “the 2009 harvest was one of the best in the last 50 years”. By law Beaujolais Nouveau is made from hand-harvested Gamay grapes which have thin skins, resulting in low tannins. The wine is bottled six weeks preceding the harvest after undergoing carbonic maceration, a whole-berry fermentation that preserves the fresh, fruity quality of the grape. The result is a refreshing wine best consumed slightly chilled. Beaujolais Nouveau is a popular and versatile wine choice for Thanksgiving and other holiday meals. It pairs nicely with casual fare, from hamburgers to pizza to your delicious leftover turkey sandwiches!

Approximately one-third of the entire crop in the Beaujolais region is sold as Beaujolais Nouveau. A total of 65 million bottles of Beaujolais Nouveau are expected to be consumed this year.

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*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.*

*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: 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, Pierre Sparr, Sauvion et Fils, Vidal Fleury; Idaho: Ste Chapelle; 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); Washington: Columbia Winery, and Covey Run, and award-winning spirits from Landy Cognac (France) and Villa Massa (Italy). [www.wjdeutsch.com](http://www.wjdeutsch.com)*