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BURGERS WITH A SIDE OF BEAUJOLAIS: SUMMER'S PERFECT PAIRING

5 Burgers 5 Ways 5 Wines

New York City, June 24, 2011 – Heat up the grill and chill down the wine. Summer is here, and it's time to cook out. For those whose tastes lean toward wine over beer -- go red! A chilled French Beaujolais is a refreshing (less filling) and palate pleasing accompaniment to a juicy hamburger.

Made from the Gamay grape, Beaujolais wines are fresh and fruity, with just enough tannins to stand up a grilled hamburger.

"In France, drinking Beaujolais with 'le hamburger' is a classic pairing," says Franck Duboeuf, co-proprietor of Les Vins Georges Duboeuf, makers of the best-selling brand of Beaujolais. "These are fresh, casual wines that are ideal for warm weather. We like them lightly chilled to about 55 degrees."

Beaujolais wines offer both great quality and value. Georges Duboeuf's Beaujolais-Villages, from the much heralded 2009 vintage, is a burger-pairing bargain at a \$9.99 suggested retail. For those seeking a more aromatic and fuller-bodied option, the Beaujolais Crus – 10 wines, each named after the village where the grapes are grown – are ideal and all are priced under \$20.

"Beaujolais Crus are versatile wines that work with many styles of burgers, from vegetarian and seafood to lamb and beef," says Duboeuf. "I like to keep a few different Crus on hand to mix and match with different dishes."

Wikipedia defines a "hamburger" as a cooked patty of ground meat (usually beef, but occasionally pork or a combination of meats) placed inside a sliced bread roll, often served with an assortment of condiments. But thanks to the economy-driven trend of consumers trading up to trade down, today's burger has gone gourmet. Most U.S. chefs are appealing to consumer palates by creating signature burgers out of ingredients ranging from foie-gras and caviar to healthier alternatives such as bison, turkey and vegetable burgers.

Regardless of what the burger begins with, according to Duboeuf, there is a different Beaujolais to offer the ideal finish:

Traditional beef burger topped with Cheddar or Gruyere. Sip a **Georges Duboeuf Beaujolais-Villages**. Says Duboeuf, "this wine, with its dark fruit aromas and hints of kirsch is hearty and full-bodied. It will pair beautifully with any burger." Suggested retail: \$9.99.

Bison burger, with chipotle mayonnaise or ketchup. Try a **Georges Duboeuf Juliéna's Château des Capitans**. "Bison burgers are a healthy alternative to the beef burger," says Duboeuf. "I recommend the fleshier, more complex Beaujolais Cru with a flavor that combines flowers, mocha, vanilla, anise and spice." Suggested retail: \$18.99.

Salmon burger with a touch of wasabi. Pair with a **Georges Duboeuf Brouilly**. Says Duboeuf, "the lighter Beaujolais Cru has hints of black cherry and red fruits that will balance the flavor and light spice in the salmon." Suggested retail: \$14.99.

Turkey burger with Swiss cheese, lettuce and mayonnaise. Enjoy **Georges Duboeuf Fleurie**. "This leaner style burger does not want to be overpowered, but needs a wine with personality to play up to turkey," says Duboeuf. "The medium-bodied Beaujolais Cru with dark berries and a peppery finish is ideal." Suggested retail: \$15.99.

Vegetarian burger. Try the **Georges Duboeuf Morgon**. "Vegetarian burgers usually have a touch of spice or herbs and sometimes can be a bit dense. This classic and complex Beaujolais Cru with its dark red berries and hint of spice pairs beautifully." Suggested retail: \$13.99.



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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.

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 Estate; 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; 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 (USA) and Villa Massa (Italy). www.wjdeutsch.com