

*Eat. Drink. Love.*



*“Bright black cherries on the nose follow through to a medium to full body, soft tannins and a juicy finish.”*



**GEORGES  
DUBŒUF**

# Les Vins Georges Duboeuf - *Brand Overview*

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Georges Duboeuf is a family-owned winery and premium producer of award-winning wines in the heart of France's Beaujolais region and the highest rated French wine brand under \$20. Georges is on the left and his son, Franck, who runs the winery with him, is on the right. The Duboeuf family has been tending vineyards and producing wine in the Mâconnais region of France (right next door to Beaujolais) for at least four hundred years.

Les Vins Georges Duboeuf was founded by Georges Duboeuf in September of 1964. Georges revolutionized the practices of the time by combining his ancestors' traditional methods of production; respect for terroir and the work of the winemaker; rigorous selection and, above all, the continuous search for quality.

Traveling the world to share his passion for Beaujolais, Georges has gained a reputation as the undisputed "King of Beaujolais". While respecting and celebrating the expertise and style of the producers and growers with whom he maintains close relations, he has leveraged the success of Les Vins Georges Duboeuf to share the very best of Beaujolais with wine lovers around the world.



## What is Beaujolais?

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The wines of Beaujolais are made from 100% Gamay Noir and is beloved the world over for its bright, fresh, and fruit-forward characteristics. In the U.S., many consumers were introduced to the region with Beaujolais Nouveau, an easy-drinking and fruity red wine released every year on the third Thursday of November.

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## Les Vins Georges Duboeuf- *Key Messaging*

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The brand's flagship wine, the "Flower Label" Beaujolais-Villages (SRP \$11.99) represents a classic French wine at an extraordinary value. The brand's overall philosophy can be summed up in three simple words:

### *Eat.*

Beaujolais-Villages is the perfect wine to pair with foods – in fact, it is the typical house red for traditional Parisian bistros because of its versatility. Pair with your favorite French cheeses, roast chicken, or even your very best burger for a perfect pairing.

### *Drink.*

A fresh and light-bodied red wine with notes of ripe red fruits, bright acidity, and light tannin. Beaujolais-Villages is an easy-drinking red wine that's best served lightly chilled, making it the perfect red wine to drink all year-round.

### *Love.*

Every bottle of Beaujolais-Villages is a labor of love. Georges Duboeuf is driven by a passion for Beaujolais and a relentless drive to produce wines that represent the best quality and purest expression of time and place.



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# Les Vins Georges Duboeuf- *Target Audience and Demographics*

- Les Vins Georges Duboeuf has strong brand recognition and loyalty among Baby Boomers, who have a relationship with the brand that usually extends to the introduction of Beaujolais-Nouveau in the 1980's.
- Fairly affluent with a high degree of education and a strong affinity for international products and brands.
- Currently, consumers aged 25-54 make up our core audience (32%) and our demographics are about 60% women to 40% men.
- Strong focus in New York, Chicago, Los Angeles, Houston, Philadelphia, Dallas, Atlanta, San Antonio.
- We are aggressively courting Millennials and have made great inroads with our recently developed "Nouveau Label Artist Contest" that launched in 2017.
- The brand also appeals to their more worldly perspective with its emphasis on France and passion.
- Beaujolais as a category has consistently trended upwards, growing nearly 18% in the past two year.
- The wine's flavor profile and the increasing awareness of "Gamay" makes the brand poised to capture the brand loyalties of the Millennial generation at this pivotal moment in their development of brand preferences.



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