



# Beaujolais Nouveau



# Beaujolais Nouveau ...est arrive!

**Georges Duboeuf Beaujolais Nouveau is the #1 Nouveau in America!\***

*\*Nielsen Beaujolais Nouveau \$Vol. P52W 03/26/16*

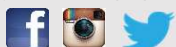
At one minute past midnight on the third Thursday each November, from little villages and towns like Romanèche-Thorins, over a million cases of Beaujolais Nouveau begin their journey through a sleeping France to Paris for immediate shipment to the world. On November 16th, Beaujolais Nouveau will be the first wine of the 2017 harvest and the biggest wine celebration of the year!

### First-Ever Artist Label Competition Winner!

We engaged more than 500,000 consumers in the selection of our 2017 Beaujolais Nouveau label with our first ever Beaujolais Nouveau Artist Label Competition. We received more than 550 submissions from artists around the world. The winning design was determined by a vote on social media and created by Florida artist Ari Azzopardi, 24.



- Consumer 'Text to Win' Sweepstakes – prizes and giveaways
- Robust PR Support and Local Events – Media coverage and press
- Live Nouveau Tracker – track Nouveau shipments as each truck travels across the country
- Social Media engagement – Giveaways and engagement on social media!



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