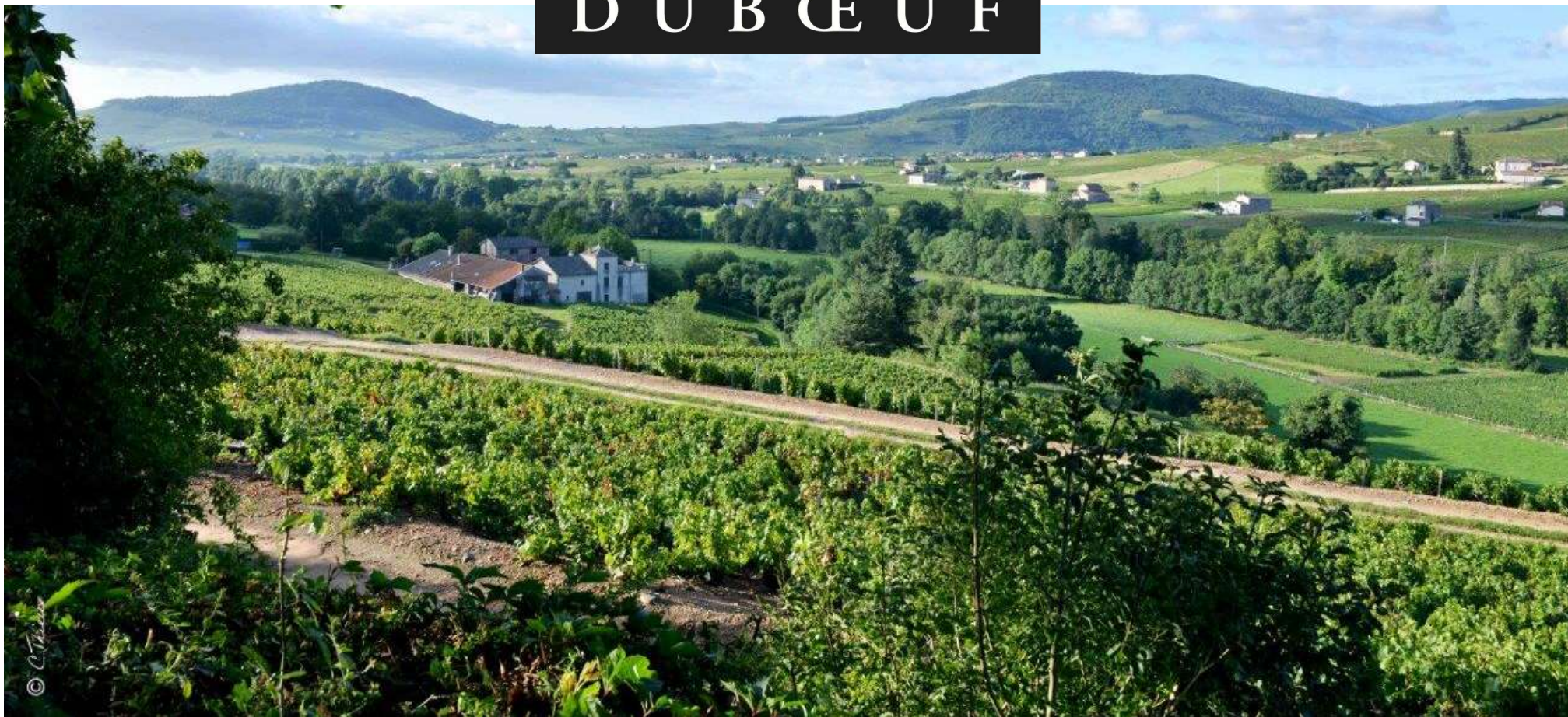


GEORGES
DUBÆUF



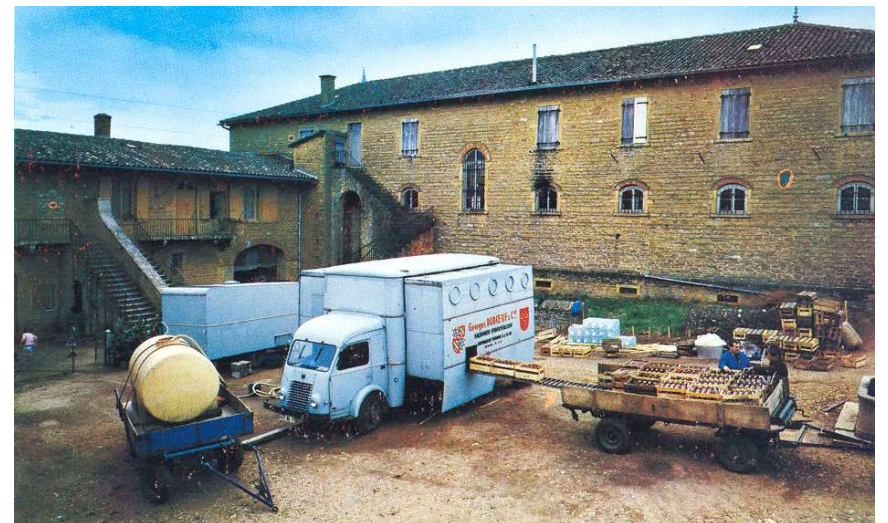
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Overview of Georges Duboeuf



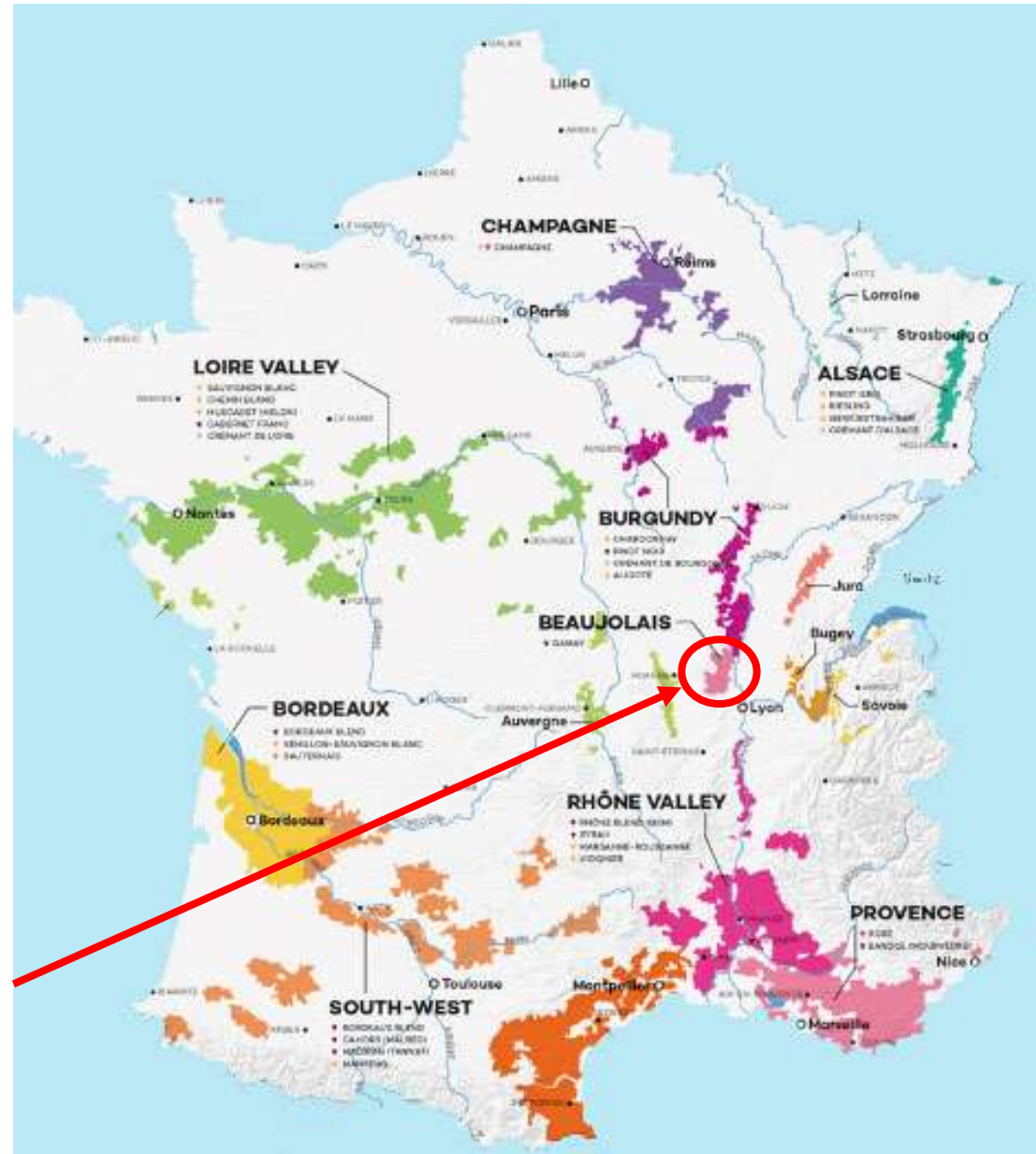
GEORGES
DUBOEUF

- Georges Duboeuf was born to a family of vineyard owners and grape growers in the Macon region of Southern Burgundy
- When his father died, he took over the family business and began producing and bottling his own wines from his family's vineyards rather than selling to a negociant
- Eventually, he would encourage other small family growers throughout the region to do the same and help them in their endeavors through the creation of his mobile bottling truck
 - Represented a huge shift away from negociant wines that were blends of grapes grown throughout the region to single-estate bottlings that he would then bring to market
- He travelled, by bicycle, to local restaurants and eventually to Lyon – the heart of French gastronomy – where it was put on some of the best restaurant lists
- The story goes that Paul Bocuse tasted his whites, purchased them, and said if Georges could make a red as good as his whites, he would buy that, too
- In 1982, Georges Duboeuf brought the first bottles of Beaujolais Nouveau to the U.S. and thus began an annual tradition that would grow into the biggest wine celebration in the world



Overview of Beaujolais

- Beaujolais is kind of like the smallest house in the fanciest neighborhood as it is directly south of Burgundy.
- It's bordered by Burgundy to the North; the Saone River (which leads to Cotes du Rhone) to the East; the 'Gastronomic Capital of France', Lyon, to the South; and the Monts de Beaujolais (the hills of the Massif Central) on the West.
- Beaujolais is just 34 miles long and 7-9 miles wide – about the size of Napa Valley!
- The three classifications are: Beaujolais AOC, Beaujolais-Villages AOC and Cru Beaujolais.
- In Beaujolais, the only red grape variety allowed is Gamay
- There are small quantities of Chardonnay grown that go into Beaujolais Blanc
- Beaujolais features mostly granite and schist (decomposed rock) soils to the North and clay-based soils (marl) to the South.
- All of the Cru vineyards are located on the North side.



Soils of Beaujolais

Major Soil Types

Overall, Beaujolais is defined by its granitic soils – which are well-suited to the production of high-quality wines from the Gamay vine.

Beaujolais and Beaujolais-Villages

- Sandy-type soils
- Clay soils

Crus Beaujolais:

- Granitic throughout
- Decomposed Granite
- Pink decomposed granite
 - Fleury
- Volcanic
 - Brouilly
 - Cotes de Brouilly
- Blue stone (decomposed volcanic schist)
 - Morgon
 - Julienas
 - Moulin a Vent

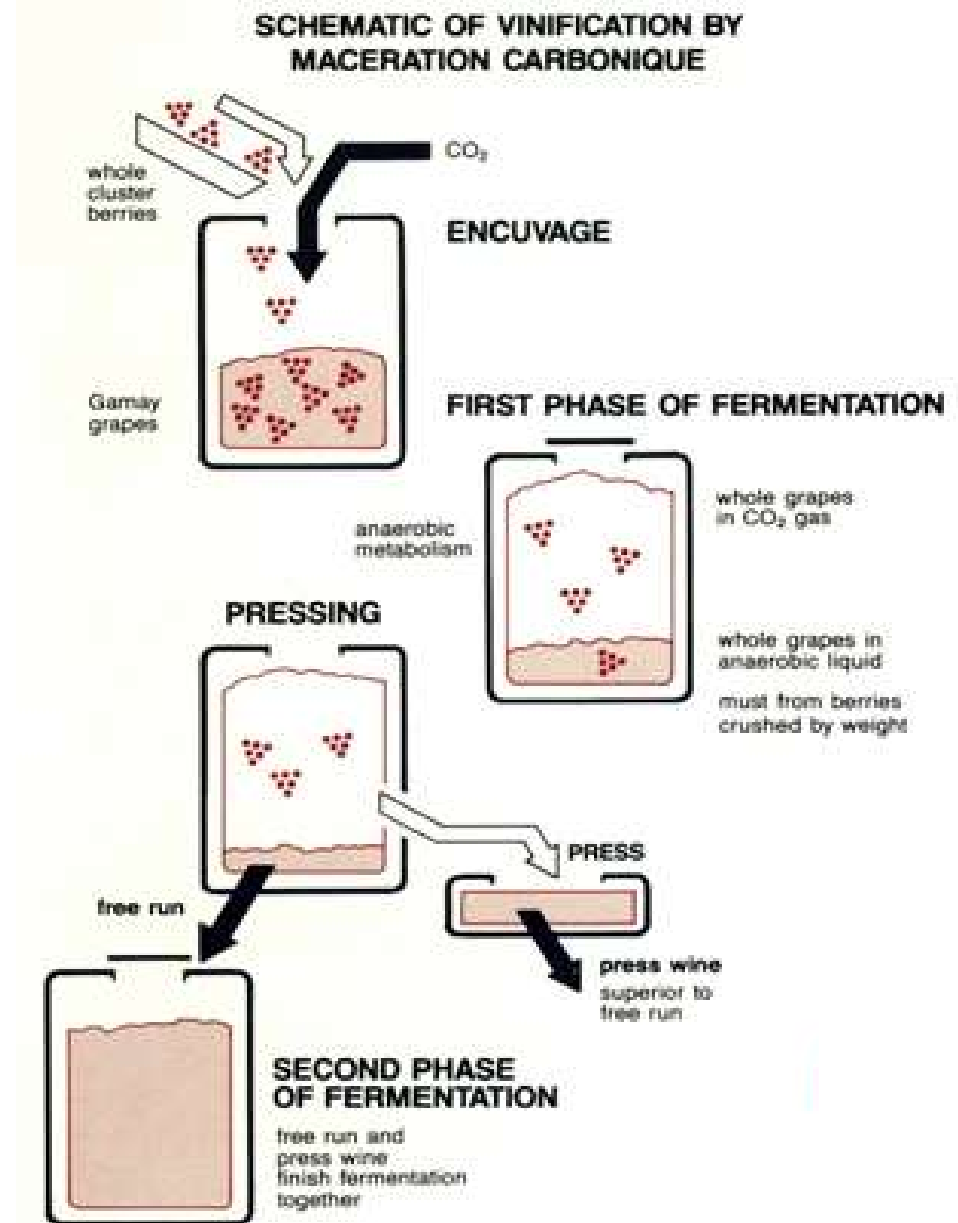
In the vineyard

- Vines are typically goblet-trained though newly planted vineyards are being trellised
- Vineyard density is high to control yield and promote quality through competition among the vines



Carbonic Maceration (aka semi-carbonic maceration)

- Whole bunches of grapes are put directly into covered fermentation tanks, usually temperature-controlled concrete or stainless steel but occasionally wood.
- The weight of the grapes on top crushes the grapes underneath, which begin a conventional fermentation with ambient yeasts that gives off carbon dioxide gas.
- The gas is trapped in the tank and sets off a different, intracellular fermentation in the grapes on top that does not involve yeast.
- At some point, after four to 10 days or so, the grapes are removed from the tank, pressed, and then complete the fermentation in the conventional way.



Overview of Crus

There are 10 Crus of Beaujolais (from North to South):

- Saint-Amour
- Juliéнас
- Chenas
- Moulin a Vent
- Fleurie
- Chiroubles
- Morgon
- Regnie
- Côte de Brouilly
- Brouilly

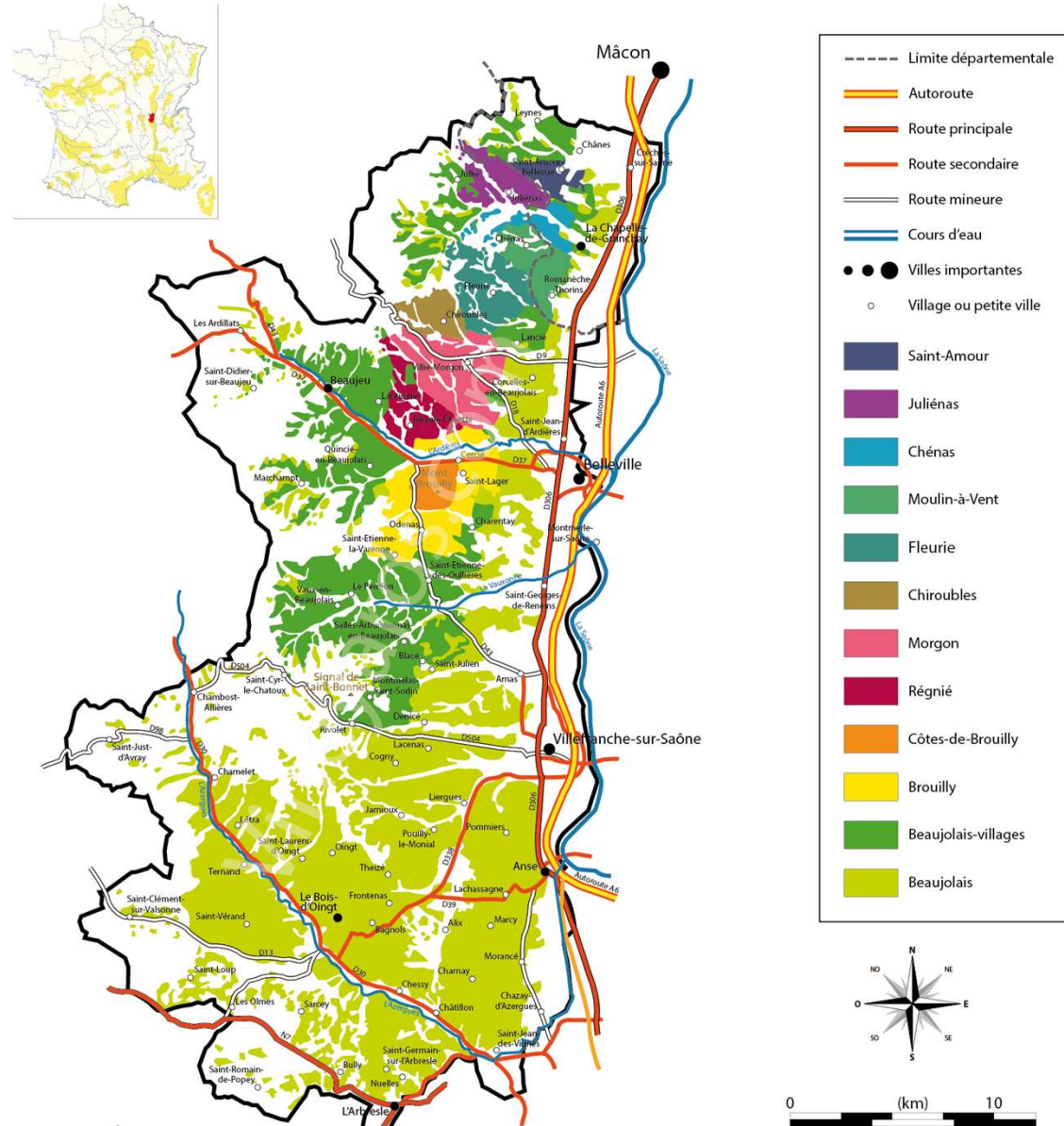
• All 10 Crus are in the northern half of Beaujolais and generally speaking, the wines get more powerful and more finely structured the further north you travel through the region

• The crus with the best aging potential are generally considered to be Morgon, Moulin-a-Vent, and Juliéнас

• The most delicate and pretty crus are generally considered to be Fleurie, Chiroubles, and Chenas

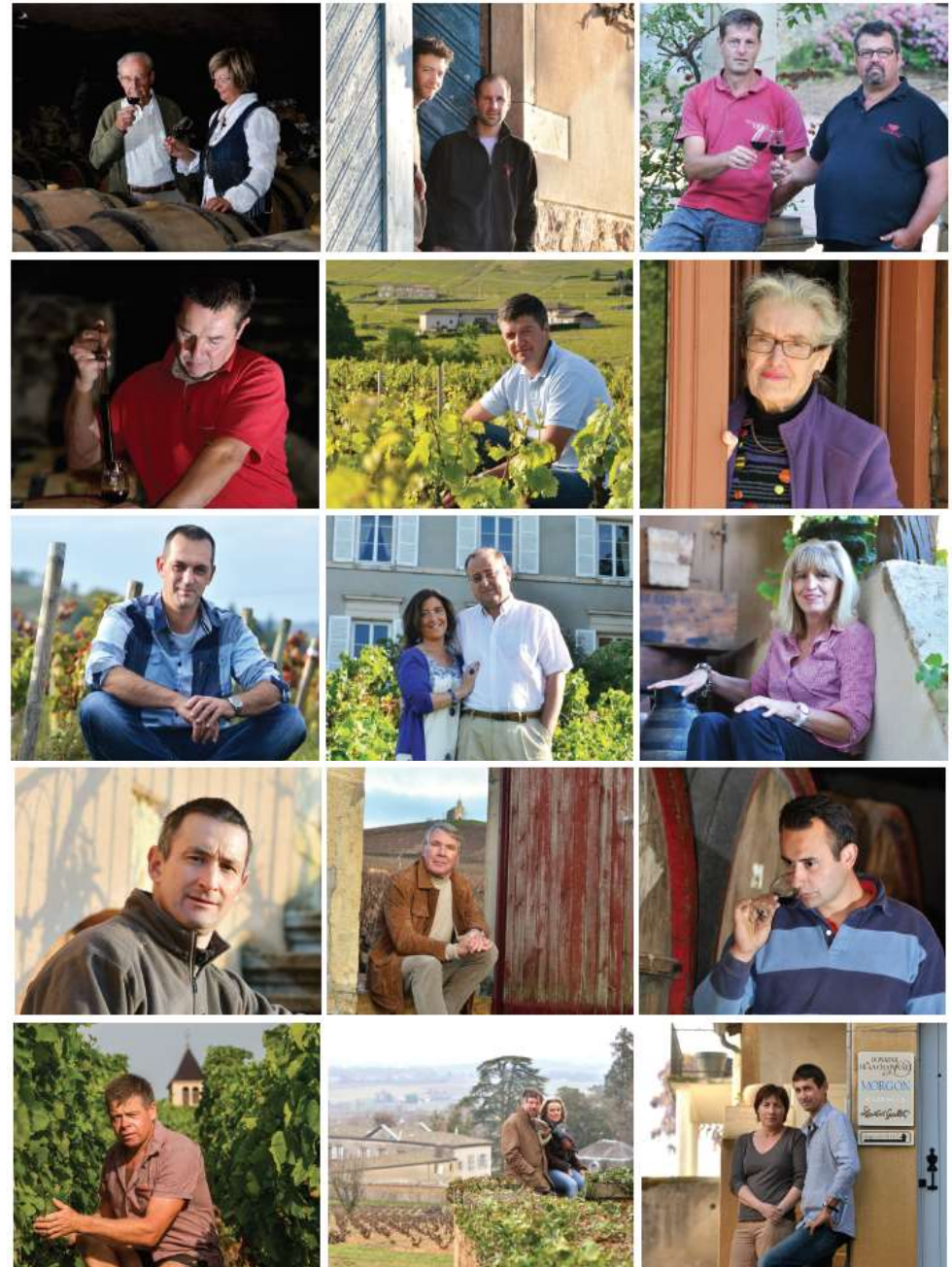
• Brouilly is best known in France as the classic bistro “house red” because it is so versatile and food-friendly

• Côte de Brouilly is an extinct volcano that rises up out of Brouilly



Overview of Domaines and Chateaux Collection

- The Domaines & Chateaux collection represents single-estate and even single-vineyard wines that are produced by independent vignerons
- Each of these wines are available to the US market exclusively through Georges Duboeuf.
- These wines come some of the very best family-owned estates and producers located throughout the Beaujolais region, with whom Georges Duboeuf has maintained relationships that, in many cases, span multiple generations.
- Each wine is the ultimate expression of the unique terroir and character of the estate and its vineyards.
- Even after nearly sixty vintages in Beaujolais, Georges Duboeuf is still amazed by the diversity and range of wines resulting from just the one varietal of Gamay.

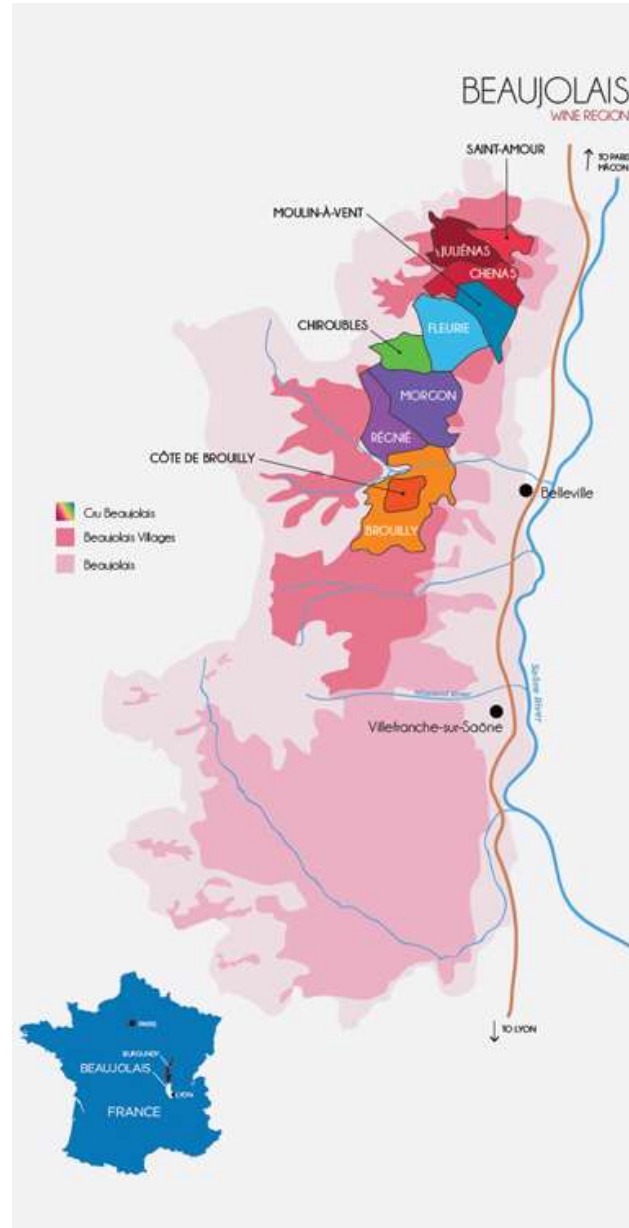


Overview of Flower Label Wines

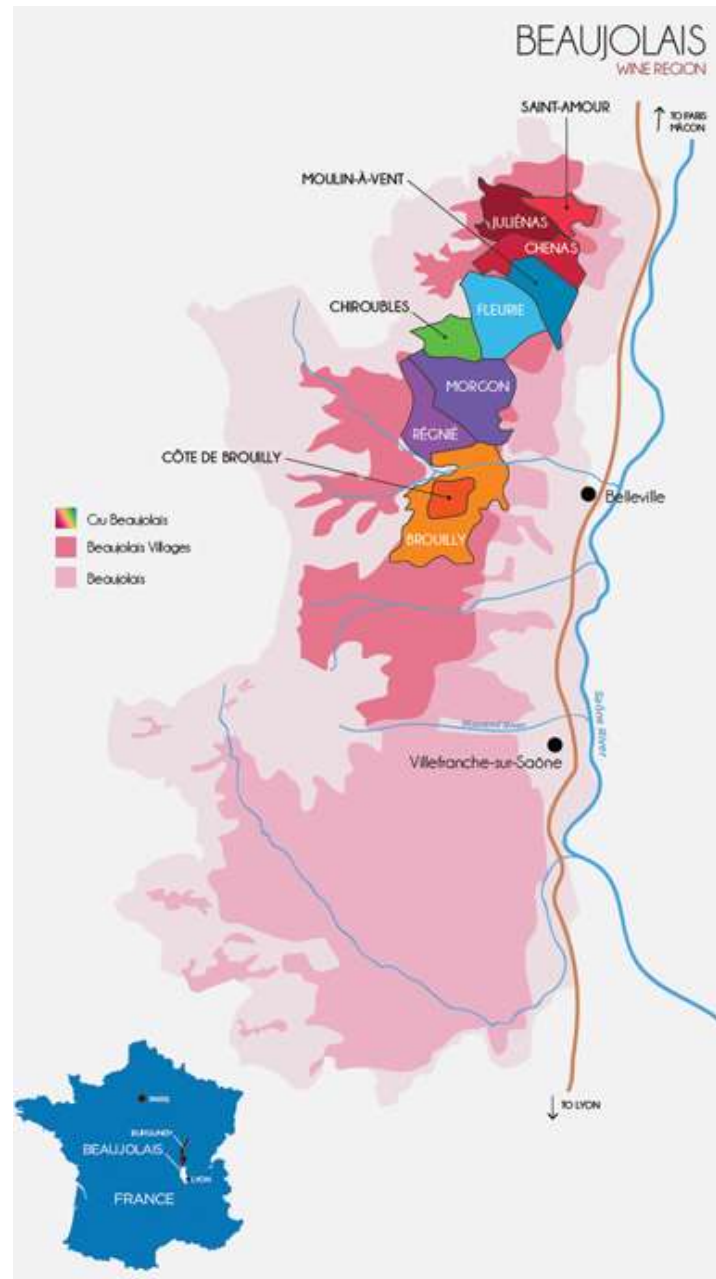
- The Flower Label bottlings are a blend of the wines produced at the winery from both sourced fruit and finished wines that are selected and purchased from small growers and producers throughout the Beaujolais region.
- Vignerons send samples that are specific to certain plots, vineyards, or terroirs. Each sample is tasted and evaluated independently before determining whether it will go into a blend.
- In this way, the winery honors every cuvee and creates a final blend that is evocative of a specific terroir.
- The winery might choose multiple cuvees that, together, represent the best and most typical expression of a certain Cru – creating wines that offer both consistency and singularity.



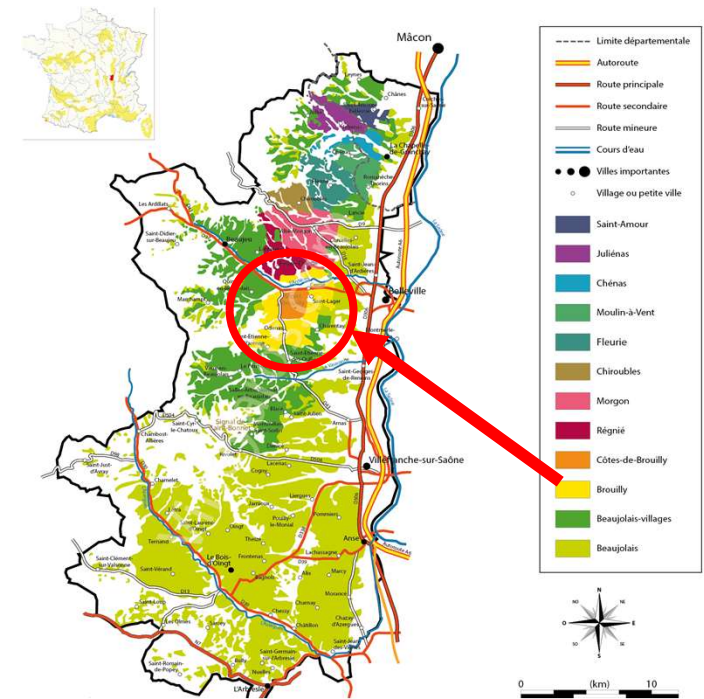
- Beaujolais owes its name to the feudal Sires of Beaujeu who established their stronghold there in the Middle Ages. The first lord of Beaujeu can be traced back to around 950 A.D.
- Filled with tangy fruit character and casual style, this is perhaps the wine that best exemplifies uncomplicated charm, and it is impossible to duplicate anywhere else.
- It is only in the heart of its native area of production that true Beaujolais gives the full measure of Gamay at its natural best.
- The vineyards categorized as AOC Beaujolais are located between the village of Saint-Amour at the northern end of the region and reach as far south as the outskirts of Lyon



- Beaujolais-Villages takes its name from 38 wine-producing villages located in the area of Beaujolais which have long been identified for the superior quality of their wine.
- In this instance “superior” refers to greater complexity in bouquet, higher concentration and deeper flavor.
- Its distinctive character sets a kind of middle ground for Beaujolais with its unique, casual charm and the prestigious top ten Cru wines to the north.



- Mount Brouilly is named after Brulius, a famous Roman lieutenant stationed in the area some 2000 years ago.
- This is the most southern of all the Cru and just a little bit more Mediterranean with slightly warmer temperatures.
- As well as being the largest Cru, it was also one of the original areas allowed to sell its wines to the Parisian market as far back as 1769
- The soil here is unique: a blue/black volcanic rock called Diorite that is known as 'cornes vertes' or 'green horns'.
- This unique 'terroir' lends an exuberance to the wine's fruity aromas of jammy plum and strawberry, red currants and peach.

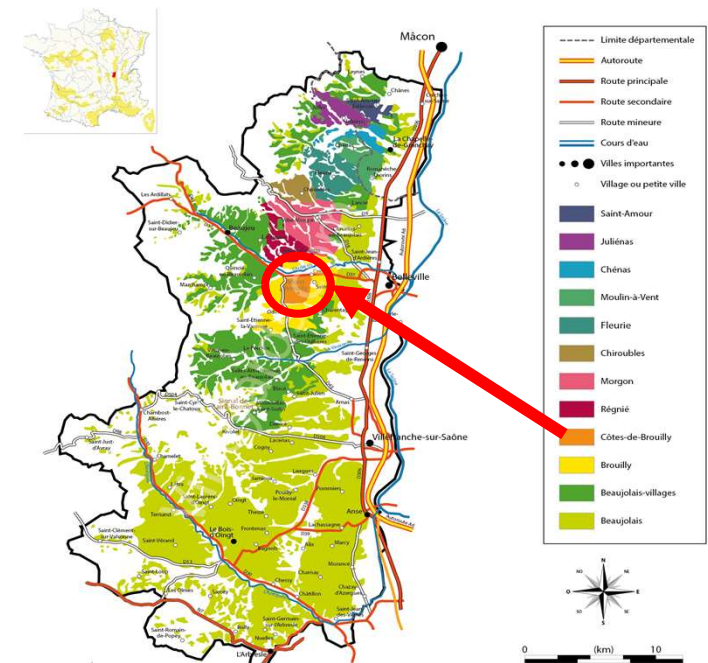


SPOTLIGHT ON: Domaine Lafayette

- The parcels of Domaine de Lafayette have been owned are located in a lieu-dit of Brouilly called "La Folie." The vines' current owner, the Gardette family, is from Beaujolais and purchased the parcel from a retiring vigneron from Brouilly who did not want to sell it to any of his neighbors out of spite!
- The vineyard is 300 meters above sea level and the vines are very densely planted with roughly 10,000 vines per 2.5 acres.
- Pierre Gardette, the current proprietor practices vineyard management and winemaking with respect for tradition, terroir, and environmental responsibility. His son-in-law, Jerome, is the winemaker.



- Known as the "Elegant Wine on the Hill", here you will find vineyards planted on the volcanic slopes of Mount Brouilly, giving the wines a unique flavor and delicate minerality.
- Soil Type:
 - Blue Stone – a hard rock of volcanic origin
- Look for easy drinking wines that have the aromas of fresh grape juice and cranberries, a silky mouthfeel and tons of bright, refreshing acidity.

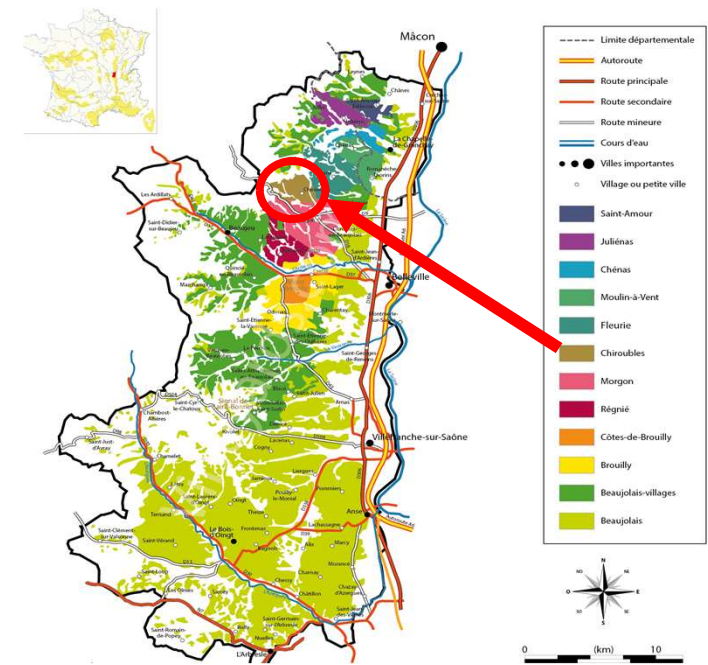


SPOTLIGHT ON: Domaine du Riaz

- Brothers Luc and Arnaud of the Brac de la Perriere family represent the seventh generation of an ancient Beaujolais family.
- Together, Luc, a vigneron, and Arnaud, a trained biologist, manage the 37 acres of vineyards on their family estate on their own.
- The Estate is located on the slopes of a volcanic hill. This unique terroir gives a pure mineral expression to the wine. The vines, which are, on average, more than 80 years old are harvested manually.



- Chiroubles is a Cru for those who adore the lighter style of Beaujolais.
- Grown at the highest altitudes of the region (820-1480 feet), this is also the coolest Cru and the last to start harvest each year.
- The wines are "Classic Beaujolais" -refined, suave, silky and elegant. Perfumey aromas of peaches and raspberry mixed with Lily of the Valley and baking spices contribute to the fruity, delicate character.
- Soil Type:
 - Decomposed granite

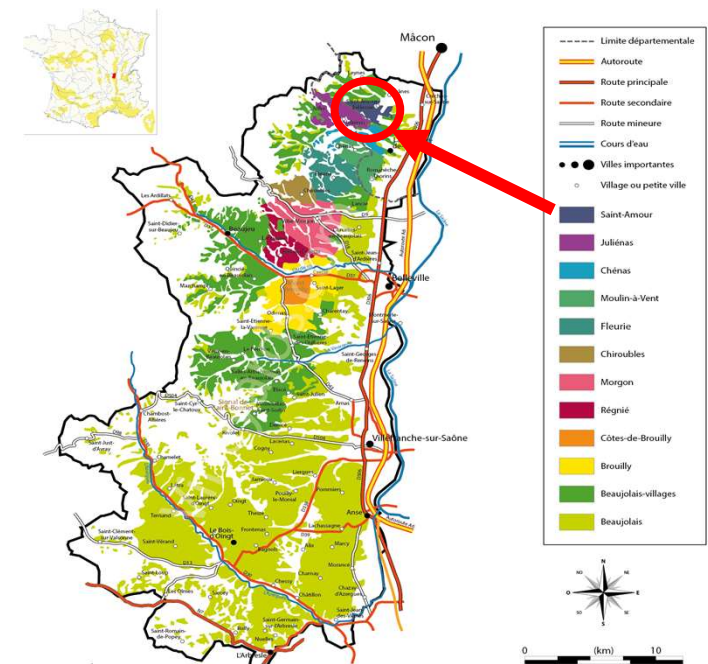


SPOTLIGHT ON: Domaine Pontheux

- The domain is located within the commune of Chiroubles, at a place known as Pontheux.
- The 17-acre estate has been run by the Meziat family and handed down from father to son since 1889.
- The vineyards face south-south-west on fairly steep slopes; the vines are mainly worked by hand using traditional methods.



- The Saint Amour AOC is the furthest north Cru and borders the Mâconnaise area of Burgundy
- There are 12 special 'climats' or vineyards that can add their name to the label.
- Two styles of wine are produced here: a light, fruity, floral wine that shows notes of violet and peach and a bigger, spicier version that becomes more 'pinot'-like with about 5 years of aging.
- Soil Type:
 - Granitic and clay with silica

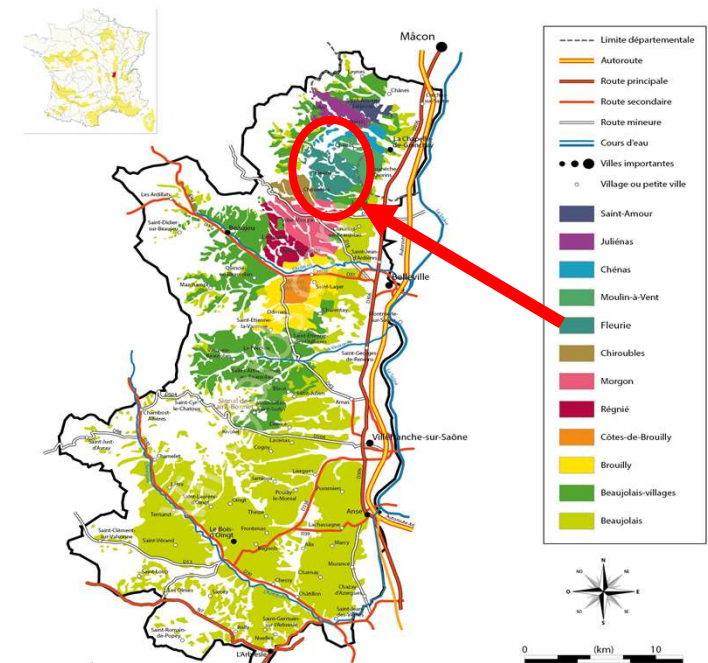


SPOTLIGHT ON: Château de Saint Amour, Saint Amour

- The Siraudin family has owned this estate for generations and worked with Georges Duboeuf for more than 30 years.
- The family is dedicated to crafting artisanal wines that fully express the unique clay and granite terroir of their estate and vineyards, which are more than 20 years old.
- Complex aromas of ripe black fruits, blackberry and cherry are predominant, along with floral notes such as roses. It is extraordinarily rich and full-bodied; heady and generous with silky and unctuous tannins. The fruits follow through to the palate and play out to the persistent finish.



- This is "The Queen of Beaujolais".
- The vineyards are planted at a higher altitude on the steep slopes at the foot of La Madone.
- The wines are lighter in style and highly aromatic with a 'feminine' quality. Think roses, iris and violet along with some ripe red fruits and peach.
- Soil Type:
 - Pink granite

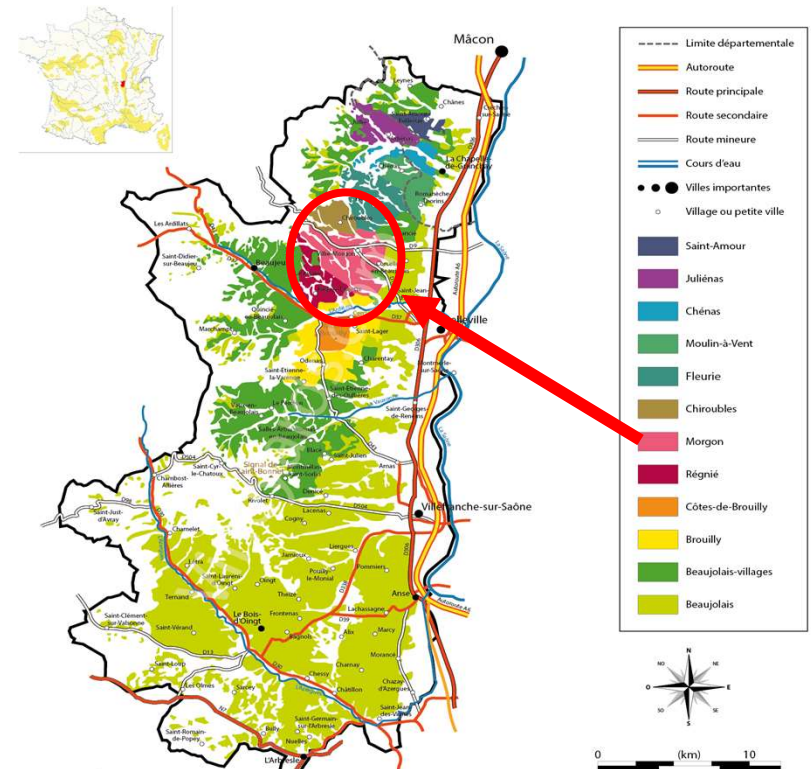


SPOTLIGHT ON: Domaine des Quatre Vents, Fleurie

- The Domaine des Quatre Vents is comprised of 42 acres of vineyards owned by the Darroze family planted at the foot of the famous “La Madone” vineyard in the heart of Fleurie.
- While “Clos” (walled vineyards) are common in neighboring Burgundy, they are very rare in Beaujolais, making the Clos de Quatre Vent truly unique.
- Lovingly tended by two winemakers Loïc and Cyril, Clos des Quatre Vents is a 30-acre parcel with excellent exposure and magnificent granite soil.
- Georges Duboeuf has purchased the entire production of the estate for more than 30 years.



- The second largest of the Crus, Morgon is comprised of six 'climat', all with slightly different styles:
 - Cote du Py: a hill that peaks 350 meters above sea level; full-bodied
 - Les Charmes: between 300-450 meters above sea level; round and complex
 - Corcelette: 300-400 meters above sea level; fruit-forward
 - Grand Cras: appx. 260 meters above sea level; full-bodied and cherry notes
 - Les Micouds: very small; full bodied with cherry notes
 - Dauby: structured and rich
- Their unifying feature is the decomposed schist soil called 'roches pourries' or 'rotted rocks' and locals believe this contributes to the ripe cherry aromas found in all the wines of Morgon
- Soil Type:
 - Decomposed schist

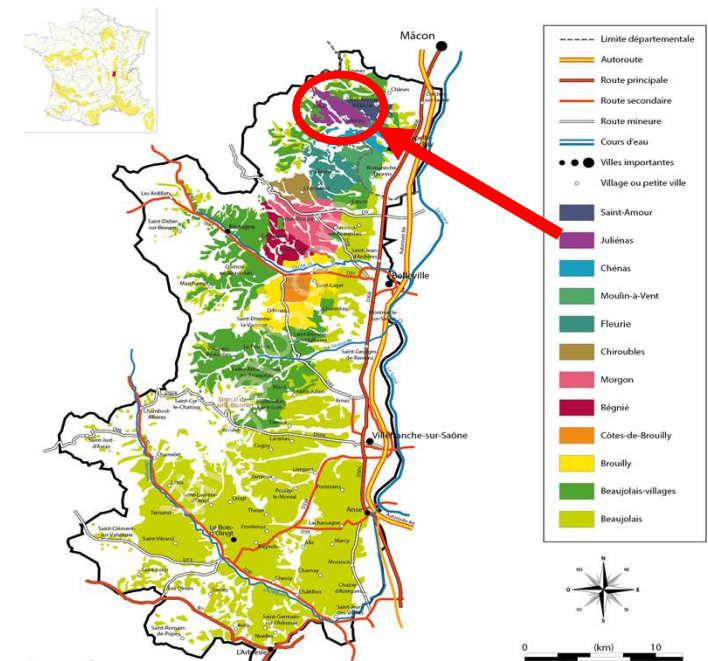


SPOTLIGHT ON: Domaine Javernieres

- In 1985, Hervé Lacoque moved to this domain, which was founded 5 generations previously.
- The estate is now run by the fifth generation of the Lacoque family. This cuvée comes from vines planted on the Côte du Py with a combination of crumbly granite and decomposed schist of volcanic origin.



- Named after Julius Caesar, these ancient Roman vineyard sites are planted on granite, volcanic and clay soils giving the wines power, structure and terrific aging ability.
- Floral and fruity, the aromas of strawberry, peach, violet and spicy cinnamon are common.

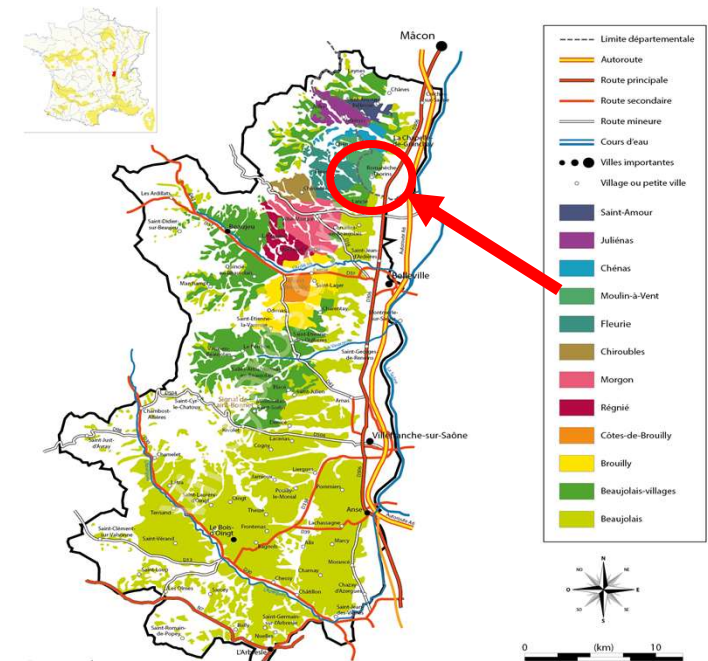


SPOTLIGHT ON: Château des Capitans, Juliéas

- This 18th-century castle is situated right in the heart of AOC Cru Juliéas, in a locality known as Les Capitans.
- The remarkably old vines form one single, undivided vineyard circling the estate and benefit from optimal soil and microclimate conditions. South-southeast hillside exposure to the sun allows the grapes to attain perfect ripening before they are harvested.
- The vineyard is planted on an unusual outcropping of volcanic rock that contributes to the wine's unique flavor profile.
- A small portion of the wine is aged for 8 months in new French oak, with the rest in stainless steel.
- Château des Capitans is the only estate owned by the Duboeuf family.



- Moulin-a-Vent is known as the “King of Beaujolais” and the Cru’s vineyards are planted on decomposed pink granite and soft flaky quartz, giving the wines good structure and complexity.
- These are the most full-bodied and tannic of the Crus.
- The Cru gets its name from an ancient windmill that dates to the 15th century perched on a high hill, that is completely surrounded by vines.



SPOTLIGHT ON: Domaine des Rosiers, Moulin-a-Vent

- Gérard Charvet exhibits an incurable passion for both his vineyards and his wines. His forebearers settled in the village of Chénas over a century ago and he is a hardworking and meticulous winemaker.
- Gérard uses stainless steel and oak barrels in the production of his wines, producing wines that reflect the benefits of both methods.
- Georges Duboeuf has been purchasing Gérard’s entire production since 1976.
- Harvesting done manually, in whole bunches and the grapes are destemmed. The wine is aged for 8 months in 20% French new oak barrels.





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