

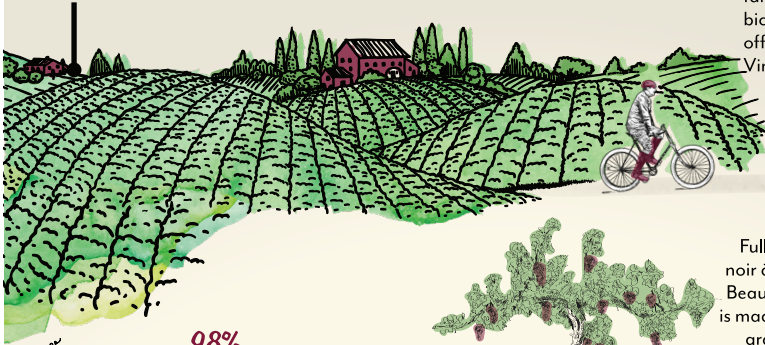
In the Know for Beaujolais Nouveau

November 13, 1951

French government authorizes the sale of "nouveau" wines, the first wines of the harvest to be sold before December 15.

1964

After years spent traveling the countryside from Beaujolais to Lyon with his family's wines strapped to his bicycle, Georges Duboeuf officially establishes Les Vins Georges Duboeuf.

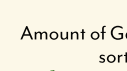


Gamay

Full name: Gamay noir à jus blanc. The Beaujolais Nouveau is made from Gamay grapes, which are known for their berry and floral notes.

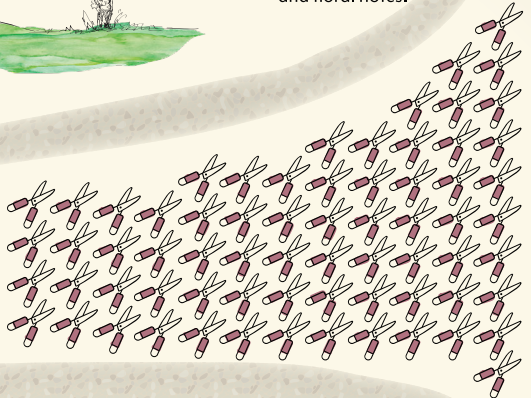
98%

Percentage of vineyards in Beaujolais planted with Gamay vines, which produce the grapes for Beaujolais' light, fruit-driven red wines.



68

Les Vins Georges Duboeuf partners with 68 winegrowers to obtain the Gamay grapes used to produce the Beaujolais Nouveau.



550 Tons

Amount of Gamay grapes that are 100% manually sorted at Les Vins Georges Duboeuf by a dedicated and experienced team. The selected grapes are used to produce Beaujolais Nouveau.



7,000

Number of samples, or cuvées, that Georges, Franck and their team of winemakers taste to determine the blend for each year's Beaujolais Nouveau.



12:01 A.M.

Time on the third Thursday of November that bottles are allowed to be opened, per French law.



35 to 45

Number of days from when the grapes are harvested to when the wine is bottled.



Concorde. Hot-air balloon. Train.

Some of the means by which Georges has traveled to celebrate Beaujolais Nouveau Day and race his wines to market in legendary fashion.



**GEORGES
DUBOEUF**

GEORGES DUBOEU F

The Story of Beaujolais Nouveau

Beaujolais Nouveau is a young, fruity, and fresh red wine that is made and released every year on the third Thursday of November, only 6-8 weeks after the grapes are harvested. The annual release of Beaujolais Nouveau has its roots in a regional celebration of the end of harvest that has happened in Beaujolais for generations. Beaujolais Nouveau is a festive and fun wine – what the French call “vin de soif” that is gulpable and easygoing.

37 years ago, Georges Duboeuf decided to share that tradition with wine lovers around the world and released his first Beaujolais Nouveau in the U.S. Since then, the annual release of Beaujolais Nouveau has grown into the world’s largest annual wine celebration. For many years, the wine was released every year with a different artist-designed label - a reflection of the fact that every year, Beaujolais Nouveau is a new and different wine – each bottling a unique expression of that vintage and a preview of the vintage to come.



2019 Nouveau Label Contest Winner
Laura Runge, Dallas, TX

This year’s label art is by Laura Runge from Dallas, Texas and was selected by wine lovers across the US through a vote held on social media. This year’s label captures the joyous and exuberant qualities of Beaujolais Nouveau – all of the things that make it the perfect wine to share with friends, family, and loved ones – and a celebration unto itself.

Pairing Suggestions:



Roast Turkey



Cheese & Charcuterie



Burger & Fries