

GEORGES  

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DUBÆUF



## Wines Georges Dubœuf

**T**rader, breeder and producer recognized worldwide, sometimes nicknamed the “Pope” or the “King” of Beaujolais, Georges Dubœuf (1933 – 2020) comes from a long line of winegrowers. Established since 1964 in Romanèche-Thorins in the heart of the Moulin-à-Vent appellation. Its heirs are intended to work in the line of its founder. Perpetuating this heritage means striving to reveal the talent of winegrowers and sublimating the great terroirs of your region.

Les Vins Georges Dubœuf is a house renowned for its Beaujolais Nouveaux and its great associated celebrations. It also offers all the Beaujolais and Mâconnais A.O.C.s through a range of wines appreciated by the specialized press. Today, the House is supplied by more than 300 winemakers. A true ambassador for the region, it exports 75% of its production to nearly 120 countries. The labels of his wines are easily recognized by their floral ornament. Since 1993, the Hameau Dubœuf, a veritable vine and wine museum, has been welcoming you for an initiatory day in Beaujolais country.







## A land

Beaujolais, Mâconnais. Don't you think there is a magical resonance in these words? Just like our family, which has been thriving for many years to make the wines of these regions a must for your life. Certainly great wines for sharing!

## Roots...

It is a story that began more than four centuries ago, when the Dubœuf family was producing wine in the Mâconnais. It is a story that inspired Georges Dubœuf at a very young age, when his uncle and brother passed on to him their wine-making know-how. Barely 18 years old, he quits his studies to take care of the family estate in Chaintré, one of the Villages of Pouilly-Fuissé.

# The House of Dubœuf

## A FAMILY BUSINESS FOUNDED IN 1964 BY GEORGES DUBŒUF

Maison Dubœuf reveals the talent of the wine growers and sublimates the great terroirs of the Beaujolais and Mâconnais regions. More than 300 winemakers trust us to create wines from all the crus, from all the A.O.C.s of the Beaujolais and Mâconnais regions, and from the Beaujolais Nouveaux - whose great celebrations in France and abroad have built their reputation.

## ...A passion...

Convinced of the quality of his Pouilly-Fuissé wines from the family estate, Georges got on his bicycle and went to meet great Michelin starred chefs such as Gaston Brazier, Paul Blanc, Paul Bocuse, Paul Lacombe, Jean and Pierre Troisgros or the Haeberlin brothers. His wines of character naturally find their place in these prestigious restaurants.

Ambitious and enterprising, he started a few years later, in the early fifties, two joint activities. First, the custom bottling which consists in bottling at the property the production of the wine growers, who were used to sell their wine in cask. To do this, Georges acquired a Citroën truck in which he adapted a small mobile bottling line. At the same time, he created a group of producers – L'Ecrin Mâconnais-Beaujolais – bringing together winemakers from all the appellations in the region.

**All these years, meeting winegrowers and their terroirs, allowed Georges to become familiar with the greatest wines of the Beaujolais and Mâconnais regions, and naturally to envisage the next step in his life!**





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## ...A profession

Driven by an overflowing creative energy, and supported by his wife Rolande, Georges established his business in 1964 with Les Vins Georges Dubœuf. He revolutionized the practices of the time by applying new working methods: respect for the origin and the work of the winegrower, meticulous selection and blending, quality of bottling.

Georges Dubœuf remains faithful to his original quest: to offer quality wines combining the typicality of their terroir with an assertive personality. Traveling the world to promote his wines, he became the ambassador of Beaujolais and Mâconnais wines.

In 2003, Georges still sees things in a big way. He inaugurated a winemaking center with a capacity of 18,000 HI, to supply our winery with grapes and not only with finished wine. The goal? To obtain a greater range of expression for the blends and thus affirm the now inimitable style of the Maison Dubœuf.



«By bottling, one can give *spirit* to the wine as one can remove all *intelligence* from it».

LOUIS ORIZET



# Georges Dubœuf Wines

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The Georges Dubœuf house offers a wide selection of wines from the Beaujolais, Mâconnais and Burgundy regions which are illustrated through different collections.

Find the Fleur range representative of the style of the House and the A.O.C. from which they come. The Signature collection which highlights our winemaking expertise. The selection of Domaines et Châteaux that reveals the talent of your winemakers. The “lieux-dits” which reflect the singularity and the quality that the terroir expresses in these places. The excellence of our maturation through the Prestige vintages.



## Regions



### BEAUJOLAIS

The Beaujolais vineyard, with its 13,000 hectares of vines, is located north of Lyon. It is characterized by numerous valleys where the soils are predominantly granite or clay-limestone. The Gamay grape is king here and offers intense fruity aromas. The appellations of Beaujolais, Beaujolais-Villages as well as the ten Crus offer a myriad of expressions that will perpetually renew the experience of the region's wines.



### MÂCONNAIS

It is the southernmost region of Burgundy. The breathtaking landscapes of the rocks of Vergisson and Solutré augur great wines on these clay-limestone soils. Historical cradle of the Chardonnay grape variety, the appellations of Pouilly-Fuissé, Saint-Véran, Mâcon-Villages... have contributed to the fame of the Mâconnais region.



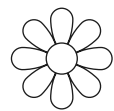
### BURGUNDY

Prestigious wine region with a cool climate and predominantly clay and limestone soils. Burgundy offers fine wines, which wonderfully express the mosaic of terroirs from which they come. Our selection of regional appellation wines is an invitation to discover their singularities.



# Collections

## FLOWERS



The emblematic Flower Collection is a first approach to the style of the House. Each of its cuvées is an invitation to discover our three major regions, and the A.O.C. from which they come.

## SIGNATURE

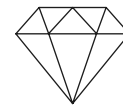


The Signature Collection reflects our know-how, as winemaker and producer. An incomparable range that transcends its names. The fruit, richness and complexity are multiplied here. An inimitable signature, for a unique experience!

## DOMAINES & CHÂTEAUX



The Domaines & Châteaux Collection pays tribute to the winegrowers chosen for their history, their singularity, their originality, or the quality of their production. These wines perfectly reflect the talent of our partner winegrowers, and the terroirs they sublimate.



## PRESTIGE

“Prestige” cuvées are by definition rare. Flagship of the Georges Duboeuf brand, they symbolize the quintessence of the great appellations of Beaujolais, Mâconnais and Burgundy. An exceptional symbiosis between a great vintage, an exceptional terroir, old vines grown to perfect maturity and aging in the cellar for several months in new French barrels.



## LIEUX-DITS

Plot of vines subject to special recognition due to its topography or history. The singularity and the quality that the terroir expresses in this place is reflected in the wine, vintage after vintage, thanks to the know-how of the winemaker.







«An excellent wine is always a *work of art*. It is first and foremost the result of the terroir, then of the care given to the vines, the right choice of harvest date and of course the *know-how* and *talent* of the winemaker. »

GEORGES DUBOIS



# Georges Dubœuf and the Beaujolais Nouveau

**W**ine Grower's son, Georges Dubœuf (1933 - 2020). He settled in Romanèche-Thorins in 1964, and became a famous Beaujolais wine merchant. The history of Beaujolais Nouveau wines began with an official authorization given in 1951 by the Union Viticole du Beaujolais. At that time, however, the tradition of Beaujolais Nouveau did not extend beyond the borders of the region. It was then that Georges Dubœuf, in love with these greedy, pleasant and tasty wines, decided to make an event of it.

Recognizable by their original labels, Georges' wines met with great success on the international scene. This was the beginning of a worldwide adventure that was confirmed in the 1980s with the arrival of Beaujolais in North America, Australia and Japan.

## An international adventure

An annual festival, for which personalities from all over France come to celebrate the arrival of Beaujolais Nouveau! A great pioneer, Georges Dubœuf promotes these wines internationally, and travels every year to the United States and Japan in particular, to open the first bottles of Beaujolais Nouveau, every third Thursday of November. Even today, the partners of the Georges Dubœuf House continue this beautiful adventure and carry the colors of Beaujolais high, during great celebrations, on all continents.

**“ Fifty years later and a loyal presence on these lands, we continue to select healthy, typical, balanced and aromatic wines. ”**

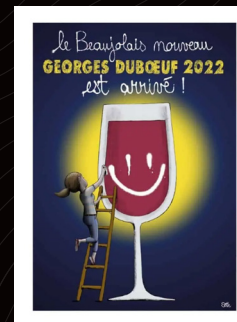
GEORGES DUBŒUF

## An artist in the spotlight...

Each year, the Maison Georges Dubœuf collaborates with an artist to create a poster representing the vintage.



2022



SETH

2021



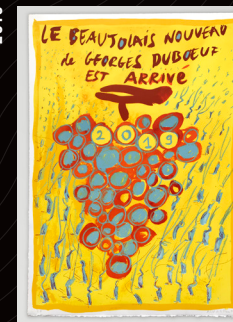
CHARLOTTE LE BON

2020



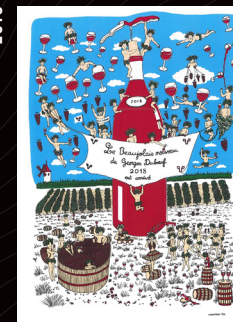
EMMANUEL GUIBERT

2019



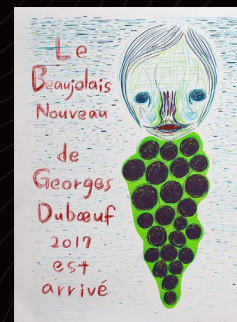
ASTRID DE LA FOREST

2018



CHRISTELLE TEA

2017



IZUMI KATO

2016



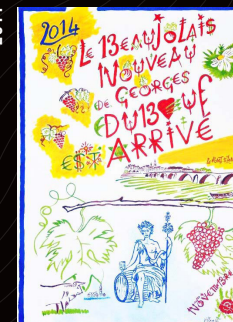
ALEXONE DIZAC

2015



FRANÇOIS BOISROND

2014



JACQUES VILLEGLE

2013



FABRICE HYBER

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GEORGES  
                      
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