

GEORGES DUBOEUF BEAUJOLAIS-VILLAGES NOUVEAU 2025

GEORGES
DUBOEUF

Beaujolais, France



TASTING NOTES: Very fruity, with intense aromas of dark berries, cherries, and flower petals. There is pure and enveloping fruit on the palate, with great finesse. A silky Gamay with a flavor that is broader, rather than long.

VITICULTURE: Beaujolais-Villages Nouveau is considered to be a fuller-bodied alternative to Nouveau. It is a more complex wine for Beaujolais connoisseurs looking for a singular expression of “primeur” Gamay. The grapes are sourced from the same 38 Villages of the Beaujolais-Villages AOC, where there is more granite and schist in the terroir, compared to Beaujolais AOC. A difference in altitude and latitude influences the style of the wine. Some of the grapes were picked manually, in whole clusters, while others were machine-harvested. The average age of the vines are 50 years old, and they were trained in the Goblet Trellis System.

VINIFICATION: Traditional semi-carbonic maceration lasted four to six days, and was followed by malolactic fermentation in stainless steel tanks, at temperatures between 66-68° F.

FAMILY: For more than four centuries, the Duboeuf family has been producing wine. Now, Georges Duboeuf is a name that needs no introduction, as he is famous for turning Beaujolais Nouveau into an international phenomenon. He cared a great deal about Beaujolais, and his dedication still resonates today—elevating both the Beaujolais region and Gamay grape to near-cult status. Georges created Les Vins Georges Duboeuf in September of 1964. This historical date also marked the start of his wine merchant business—selecting, bottling and selling fine French wines from the Beaujolais and Mâconnais regions of Burgundy. Beaujolais Nouveau and the “Flower Label” Villages wines, whose labels were hand-drawn by Georges himself, are part of Les Vins Georges Duboeuf. These wines represent enjoying life’s simple pleasures such as gathering with friends and family.

Georges’ son Franck now runs the business, keeping Georges’ legacy front and center, with wines that express the terroir with bold character and deep flavor. Franck’s son, Aurélien, has a winemaking role and his nephew, Adrien, is on the business side. Franck’s wife, Anne, is managing the unique “wine-centric” museum, botanical gardens and family-friendly amusement park, Le Hameau Duboeuf.

PRODUCER: Georges Duboeuf

REGION: Beaujolais, France

GRAPE(S): 100% Gamay

SKU: GDBVN257

ALCOHOL: 13%

