

GEORGES DUBOEUF BEAUJOLAIS ROSÉ NOUVEAU 2025

GEORGES
DUBOEUF

Beaujolais, France



TASTING NOTES: The wine offers intense aromas of fresh fruit, redcurrant, pink grapefruit and white peach, with a splendid finish of citrus zest.

VITICULTURE: The grapes for the Nouveau Rosé are sourced from the southern part of the Beaujolais region, which is a patchwork of terroir ranging from sand, clay and limestone to granite and schist. A difference in altitude and latitude influence the style of wine. Some of the grapes were picked by hand, in whole clusters, while others were machine-harvested. The average age of the Gamay vines are 20 years old.

VINIFICATION: This Rosé did not spend any time on lees and underwent juice racking. Traditional semi-carbonic maceration took place over eight days, followed by malolactic fermentation in stainless steel tanks, at temperatures between 66 and 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, 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: GDNR257

ALCOHOL: 12.5%

