



Beaujolais Nouveau



Beaujolais 2017 Nouveau ...est arrive!

**Georges Duboeuf Beaujolais Nouveau
is the #1 Nouveau in America!***

**Nielsen Beaujolais Nouveau \$Vol. P52W 03/26/16*

At one minute past midnight on the third Thursday of November, the first wine of the harvest is released to celebration all over the world. Just a few short weeks before that happens, though, in vineyards across Beaujolais, hundreds of workers and growers will work feverishly to harvest, by hand, the grapes that will go into this year's Beaujolais Nouveau. Georges Duboeuf is proud to work with and support a network of small family growers across the region, selecting the best fruit from the best plots to go into the first wine of the harvest. On November 16, 2017, raise a glass and celebrate the first wine of the harvest with Georges Duboeuf!



First-Ever Artist Label Competition Winner!

Building on 2016's efforts to inspire a new generation to make Nouveau a part of their annual holiday traditions, we engaged more than 500,000 consumers in the selection of our 2017 Beaujolais Nouveau label with our first ever Beaujolais Nouveau Artist Label Competition. We received more than 550 submissions from artists around the world and the winning design was determined by a vote on social media - created by Florida artist Ari Azzopardi, 24.



- Consumer 'Text to Win' Sweepstakes** – prizes and giveaways
- Robust PR Support and Local Events** – Media coverage and press
- Live Nouveau Tracker**– track Nouveau shipments as each truck travels across the country
- Social Media engagement**– Giveaways and engagement on social media!



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Beaujolais Nouveau



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PROFILE:

APPELLATION	A.O.C. Beaujolais
SINGLE VARIETAL	Gamay
VINEYARD ALTITUDE	650 to 1,300 feet
SOIL	Alluvial with limestone

WINEMAKING:

Harvesting: Manual only, whole bunches de-stemmed. Beaujolais Nouveau is produced using a winemaking technique called carbonic maceration that results in a fresh and vibrant wine with very low tannins.

DID YOU KNOW?

The fruit that goes into Beaujolais Nouveau fetches a higher price than the fruit for Beaujolais or Beaujolais-Villages wines. Grape growers benefit from premium pricing and consumers get to enjoy the best fruit of the season!

CELEBRATING NOUVEAU:

Beaujolais Nouveau is a French tradition that celebrates the first wine of a new vintage. This fresh and fruity wine is bottled only a few weeks after harvest and is meant to be enjoyed immediately upon release with a light chill.

TASTING NOTES AND SERVING SUGGESTIONS:

Vibrant red fruits such as strawberries and currants on the palate and an intense perfume make this wine a perfect accompaniment for cheese, charcuterie and traditional holiday fare. Serve slightly chilled.

PRODUCT INFORMATION: 12 PK

750ML UPC 815629028003 | SCC: 20815629028007

1.5L UPC 815629028010 | SCC: 10815629028017



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Beaujolais Nouveau



Beaujolais 2017 Nouveau ...est arrive!

PROFILE:

APPELLATION	A.O.C. Beaujolais-Villages
SINGLE VARIETAL	Gamay
VINEYARD ALTITUDE	800-1,500 feet
SOIL	Granite with occasional sand

WINEMAKING:

Harvesting: Manual only, whole bunches de-stemmed. Beaujolais-Villages Nouveau is produced using a winemaking technique called carbonic maceration that results in a fresh and vibrant wine with very low tannins.

DID YOU KNOW?

Beaujolais-Villages Nouveau is sourced from small family-owned vineyards throughout the 38 villages that make up the Beaujolais-Villages AOC, a smaller area than Beaujolais AOC with higher elevations and granitic soils that add structure and depth to the wines.

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TASTING NOTES AND SERVING SUGGESTIONS:

Vibrant red fruits such as strawberries and currants on the palate and an intense perfume make this wine a perfect accompaniment for cheese, charcuterie and traditional holiday fare. Serve slightly chilled.

PRODUCT INFORMATION: 12 PK

750ML UPC 815629028027 | SCC: 20815629028021

1.5L UPC 815629028034 | SCC: 10815629028031



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