

## BEAUJOLAIS NOUVEAU WINE TASTING

Thursday, November 19, 2020

Zoom Meeting

Beaujolais Nouveau Day is marked in France on the **third Thursday in November** with fireworks, music and festivals. Under French law, the wine is released at 12:01 a.m., just weeks after the wine's grapes have been harvested. Parties are held throughout the country and in other countries to celebrate the first wine of the season. Beaujolais nouveau is a red wine made from **Gamay grapes** produced in the Beaujolais region of France. The wine is made using a winemaking process called **carbonic maceration**, also known as whole-berry fermentation. This technique preserves the fresh, fruity quality of the grapes without extracting bitter tannins from the grape skins.

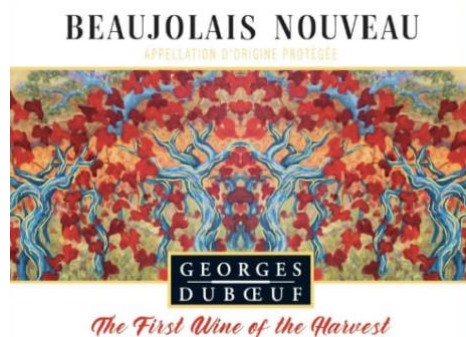
The Gamay grapes that go into Beaujolais Nouveau must be **handpicked** in order to qualify for the “Beaujolais Nouveau” AOC. (With the exception of Champagne, Beaujolais is the only French wine to require this manner of grape collection). Beaujolais Nouveau is not a wine to sniff and swirl, it's a lot like a kicked-up grape juice. Because of the lack of tannins, it feels very soft in the mouth. It's not for wine snobs, **it's a party wine**. The wine should be **served slightly chilled** as you would a white wine. This enhances its fresh acidity and fruity finish, making it an **easy pairing for all sorts of food**.

Perhaps the most well-known producer of Beaujolais Nouveau is **Georges Duboeuf**, who is credited as one of the marketing geniuses behind the wine (he died this year at the age of 86). The wine actually originated about a century ago as a cheap and cheerful drink produced by locals to celebrate the end of the harvest season. But in the 1970s, Georges Duboeuf, a wine merchant, set out to mass-market the local tradition of rushing the young wine to Paris after its release. Duboeuf took this annual race and turned it into a publicized tradition. He enlisted French chefs, restaurants and celebrities to the cause. He turned the official release into a “thing” and it went global. Especially in the US, because it coincides with Thanksgiving.

Every year there is a Dubeouf competition for the artwork used for the label of the new release. This year's art label contest winner was Maeve Croghan. Her painting will be placed on more than 1 million bottles of 2020 Nouveau. Croghan said she found inspiration in her own backyard (in Mendocino).

### #1 Duboeuf Beaujolais Nouveau 2020

Ratings: WW 90, JS 91, WW 90



### #2 Domaine Dupeuble Beaujolais Nouveau 2020

*“The wine is showing a deep, intense color, with a perfume of red fruits, and a balanced texture of supple tannins.”* At Domaine Dupeuble, the grapes are harvested manually and vinified completely without SO2. The wines are not chaptalized, filtered, or degassed and only natural yeasts are used for the fermentation. The wines of Dupeuble represent some of the best values in the Beaujolais today and are widely regarded for their very high quality and eminently reasonable price.



### #3 Info to come