

le Beaujolais nouveau est arrivé!



Jean-Marc **Aujoux**

Gamay grapes

- Thin skin - Low in tannins
- Beaujolais is a light-bodied red wine with low tannins.
- The wine has red berry flavors, including raspberry, red cherry, red currant, and cranberries.
- Pairs well with white meats like chicken, turkey and pork



Beaujolais AOC

Known for mostly Gamay grapes, but also some whites

Carbonic Maceration:

Need to be handpicked. The grapes are not crushed but stay whole and ferment from the inside .

The grapes ferment from the inside. CO₂ breaks down the sugars to produce alcohol, which makes the grape burst. Then normal fermentation finishes the process.

Produces light color red wine with highly fruity aromatics, intended to drink young.



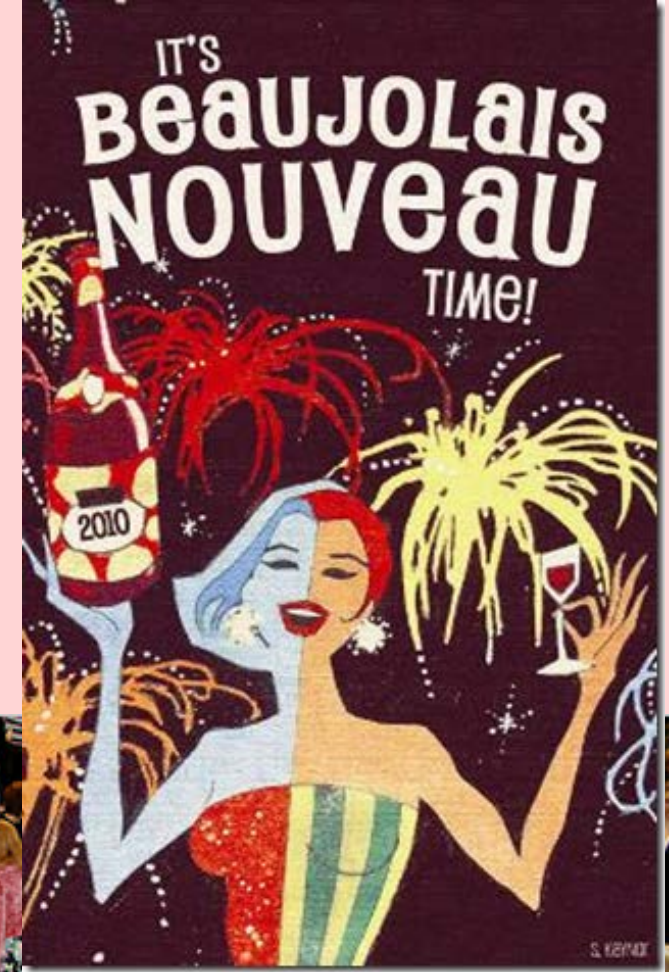
Beaujolais Nouveau Day

- French celebrate the end of harvest and the release of the new vintage
- Legal to release the wine at 12:01am on the third Thursday in November
- There was a race to get the wine to Paris
- 1970's Georges Dubeouf, winemaker and merchant, turned the "race" into a highly publicized event.



Party Wine

- Light, fruity, drink now!
- Marketing created “Beaujolais Nouveau Day”
- Hundreds of parties in France and elsewhere
- Popular in US for Thanksgiving



BEAUJOLAIS NOUVE

APPELLATION D'ORIGINE PROTÉGÉE

Artwork Label Contest

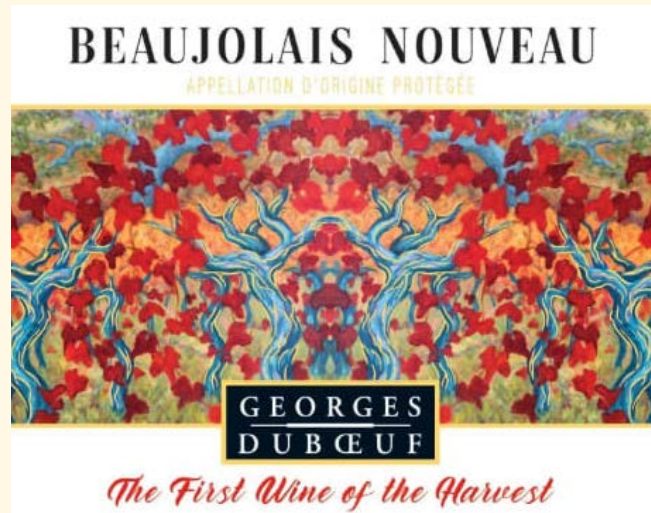
- Georges Dubeouf - Every year there is a contest.
- Label is placed on more than 1 million bottles
- \$3,500 prize
- 2020: Maeve Croghan who lives in Mendocino, California



Tastings

#1 Duboeuf Beaujolais Nouveau

Ratings: WW 90, JS 91, WW 90



#2 Domaine Dupeuble Beaujolais Nouveau

#3 Info to Come



The Tasting Room

Sommelier – Jon Wine

- Private tastings, themed tastings, wine events and education.
- Wine concierge, order and delivery.
- Join the Wine Club for special access

www.jonwinetastingroom.com

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