

BACKGROUND

November 17, 2009

Liquor Distribution Branch
Ministry of Housing and Social Development

2009 BEAUJOLAIS NOUVEAU

- Beaujolais [BOE-zjoh-lay] Nouveau is always released on the third Thursday of November.
- Beaujolais is the southern-most district in Burgundy, France.
- Beaujolais Nouveau wine is made from the Gamay grape.
- Beaujolais Nouveau is meant to be drunk young and slightly chilled.
- Most BC Liquor Stores will be carrying two labels this year: Beaujolais Nouveau - Duboeuf 2009, \$13.99 (+950022) and Beaujolais Villages Nouveau – Mommessin 2009 - \$13.99 (+959171). A total of just over 1,700 cases will be shipped to B.C.
- Visit www.bcliquorstores.com, or check with your local liquor store for more information on product availability and hours of operation. Limited quantities are available in each participating store.

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