



Manitoba Liquor Control Commission

News Release

For Immediate Release: Thursday, November 18, 2010

Manitoba Liquor Marts Welcome 2010 Beaujolais Nouveau

The 2010 Beaujolais Nouveau has arrived!

Wine lovers will have the opportunity to purchase the first French wine of the 2010 vintage with the annual release today of Beaujolais Nouveau at most Manitoba Liquor Marts. French law allows the release of Beaujolais Nouveau on the third Thursday of November as a celebration of the first wine from the new harvest.

To mark this celebration, most Liquor Marts are offering Georges Duboeuf-Painted Bottle, priced at \$13.99 per 750 ml bottle, in limited quantity.

Beaujolais Nouveau is made from the grape variety Gamay Noir. It is a purple-pink wine that is easy to drink, fruity in flavour and tastes best when chilled.

-30-

CONTACT: Diana Soroka, Communications Manager at (204) 474-5631 or dsoroka@mlcc.mb.ca