



Manitoba Liquor Control Commission

News Release

For Immediate Release – Thursday, November 17, 2011

MANITOBA LIQUOR MARTS WELCOME 2011 BEAUJOLAIS NOUVEAU

The grapes were plucked mere weeks ago, but the tradition goes back over a century.

Starting today, wine lovers in Manitoba can join their counterparts around the world and taste the tradition of Beaujolais Nouveau - the first French wine of the harvest, now available at most Manitoba Liquor Marts. Under French law, the annual Beaujolais Nouveau may not be uncorked until the stroke of midnight on the third Thursday of November.

To celebrate the occasion, the following Liquor Marts are offering Georges Duboeuf Painted Bottle, priced at \$16.95 per 750 ml bottle, in limited quantities:

- All Winnipeg Liquor Marts,
- All Brandon Liquor Marts,
- Selkirk Liquor Mart, and
- Steinbach Liquor Mart

Beaujolais Nouveau is a fast-maturing, purple-pink wine made from Gamay Noir grapes. Traditionally consumed by French vintners and their workers at the end of each harvest, it enjoyed its cosmopolitan hey-day in the 70s and 80s with lavish countdown parties thrown in its honour. While still celebrated around the world, it is now the quintessential holiday wine: light, exceptionally fruity, pairing well with turkey and finger food, and tasting best when chilled.

-30-

CONTACT: Diana Soroka, Director, Communications & Social Responsibility (204) 474-5631 or dsoroka@mlcc.mb.ca