



Manitoba Liquor Control Commission

News Release

For Immediate Release: Thursday, November 20, 2008

Manitoba Liquor Marts Welcome 2008 Beaujolais Nouveau

The 2008 Beaujolais Nouveau has arrived! Wine lovers will have the opportunity to purchase the first French wine of the 2008 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 celebrate the new harvest, most Liquor Marts are offering two Beaujolais Nouveau wines in limited quantity:

- Georges Duboeuf-Painted Bottle, priced at \$15.69 per 750 ml bottle; and
- Mommessin, priced at \$15.69 per 750 ml bottle.

Al Bowness, MLCC Manager, Specialty Purchasing says, "Historically, there was a race to see who could be the first to taste the new wine of the harvest. Today, millions of bottles are sold around the world immediately following the official release."

What is Beaujolais Nouveau? Beaujolais Nouveau is made from the grape variety Gamay Noir. It is an easy to drink, fruity wine which tastes best when chilled.

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