

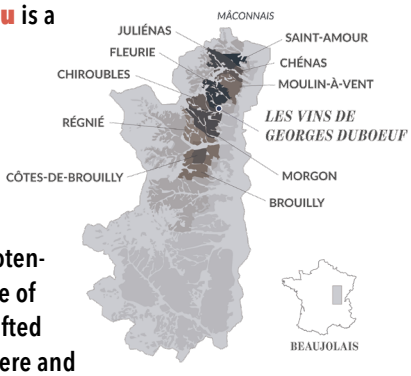
GEORGES DUBŒUF

BEAUJOLAIS NOUVEAU 2026

BEAUJOLAIS NOUVEAU



More than simply the first wine of the vintage, **Beaujolais Nouveau** is a unique expression of the wine world. Produced exclusively from the Gamay grape, it is released simultaneously around the globe *every third Thursday of November*, making it the only wine whose arrival is celebrated as an international event. Today, it represents approximately 25% of the Beaujolais region's total production and remains one of France's most iconic wine traditions. The purpose of Beaujolais Nouveau is not to showcase complexity or long ageing potential. Instead, it celebrates the joy of the new harvest and the pleasure of sharing a glass with friends. Fresh, vibrant and fruit-forward, it is crafted to be enjoyed young, bringing people together in a festive atmosphere and reminding us that wine is, above all, about conviviality.



For more than four centuries, the Duboeuf family has been producing wine. Now, Georges Duboeuf is a name that needs no introduction, as he is famous for turning Beaujolais Nouveau into an international phenomenon. He loved the Beaujolais region and wines, and his dedication still resonates today – elevating both the Beaujolais region and Gamay grape to near-cult status.

REGION
Beaujolais, France

ESTATE
Georges Duboeuf

VARIETALS
100% Gamay

VINEYARD
Viticulture: The grapes are sourced from the southern part of the Beaujolais region, which is a patchwork of terroir ranging from sand, clay and limestone to granite and schist. Differences in altitude and latitude influence the style of wine produced. The grapes come from vines over 20 years old that were trained in the Guyot Trellis System.

Winemaking: Traditional semi-carbonic maceration took place over eight days, followed by malolactic fermentation in stainless steel tanks, at temperatures between 66–68° F.

TASTING NOTES
This Beaujolais Nouveau displays a brilliant garnet color with purple reflections. It offers fresh aromas of black cherries and blackberries, as well as a dense texture and richness. Refreshing, fruity and supple on the palate, this vintage is a perfect expression of Nouveau.

UPC: 8 15629 02800 3
12pk / 750mL

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