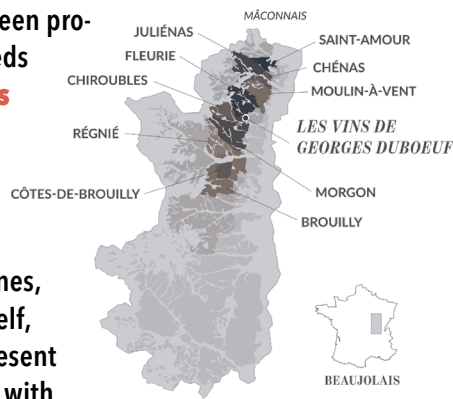


GEORGES  
DUBŒUF

# LIEU-DIT "LA MADONE" FLEURIE

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 cared a great deal about Beaujolais, and his dedication still resonates today - elevating both the Beaujolais region and Gamay grape to near-cult status. Beaujolais Nouveau and the "Flower Label" Villages wines, wines whose labels were hand-drawn by Georges himself, are part of Les Vins Georges Duboeuf. These wines represent enjoying the simple pleasures of life such as gathering with friends and family.



REGION

## Fleurie AOP

In 1870, the winegrowers of Fleurie promised the Virgin Mary that a shrine would be built as an ex-voto if the Prussians didn't conquer their village. The Prussians never reached Fleurie, and the winegrowers kept their promise. Erected by the people of Fleurie on the summit of a hillock planted entirely with Gamay vines, the chapel dominates the surrounding hillsides, high above the village. The vines, firmly rooted in their granite soil, seem to thrive under the benevolent gaze of Mary, whose statue sits atop the chapel dedicated to her. The good wine of this land called "La Madone" connects us to heaven.



VINEYARD

**Alcohol:** 14%

**Viticulture:** Soil composed of 90% pink granite, at shallow depths, undergoing slow erosion. 40% maximum slope. Eastern exposure.

**Vinification:** 100% malolactic fermentation between 82.4 - 86°F. Aged 8 months in stainless steel tanks.

This Fleurie has a brilliant garnet-red color. A fine alliance between floral complexity, fruit intensity and a delicate menthol note. The palate is luminous and full, with juvenile tannins. The touch remains rounded, with a subtly mineral, refreshing finish. Serving temperature: 62°F. Pair with game, red meats, grilled meats, strong cheeses.



TASTING NOTES



ESTATE

**Georges Duboeuf**



VARIETALS

**100% Gamay**

