



L'ABUS D'ALCOOL EST DANGEREUX POUR LA SANTÉ. À CONSOMMER AVEC MODÉRATION.

BEAUJOLAIS NOUVEAU

Autumn Collection 2014

Zero hour 2014 : Thursday 20th November at exactly 00.00h,
in France and around the world.

Press Kit

November 2014

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THE 2014 VINTAGE

Elegance, gourmandise and great balance..... A most promising vintage!

The grape harvest finished in our vineyards at the end of September, after around three weeks picking.

Finally, in Beaujolais, this 2014 vintage enjoyed extremely favourable meteorological conditions. A warm, dry start to the year followed by good spring sunshine allowed flowering to take place in optimum conditions, with the rather wetter than usual summer bringing much needed water to the vines, but also slightly lower temperatures which maintained excellent sanitary conditions, topped off by a superb Indian summer with glorious sunshine and cool, protective nights. A welcome boost from the weather which was as good for the vines as it was for us!

As a result, maturities developed in perfect conditions, at a slow and progressive pace, and the growers were able to harvest grapes of exceptional quality: superbly ripe, fresh and sweet with thick well coloured skins and excellent natural alcohol levels (between 12° and 13°C).

Once in vat fermentations started rapidly, allowing good development of aromas. With fermentations coming to an end the quality of the pressed vats augurs well for an excellent vintage for Beaujolais.

First tastings reveal wines that are supple and round with good length and flawless balance. A touch of freshness serves to highlight their magnificent aromatic complexity.

« The musts fermented well, and the wines have great aromatic intensity », notes Bertrand Chatelet, Director of Sicarex Beaujolais (a research institute at Villefranche-sur-Saône dedicated to the study of Beaujolais vineyards). He adds « The tannins are silky, of extreme finesse and perfectly integrated, giving structure, persistence and above all immense elegance to this 2014 vintage ».

Notable also is the excellent quality of the Chardonnay grapes harvested this year. The white Beaujolais and Beaujolais Villages 2014 are showing themselves to be of tremendous quality - voluptuous wines offering magnificent depth. Definitely wines to watch!

Volumes should be in the order of 750 000 hl to 800 000 hl.

BEAUJOLAIS NOUVEAU : FROM GRAPE TO GLASS

A whole range of skills are required to produce Beaujolais Nouveau and Beaujolais Villages Nouveau :

- In the cellar, the winemaker practices short maceration which requires absolute vigilance.
- In the vineyards, all year round, the grower prunes, de-buds, attaches, and thins the leaves of ... only one grape variety: Gamay Noir – the red grape with white flesh, an exuberant grape that demands meticulous attention.

If we spontaneously associate Beaujolais Nouveau and Beaujolais Villages Nouveau with a huge international festive day, quite unique in the world of wine, these wines are the result of a precise and immensely rigorous approach to winemaking.

Contrary to certain beliefs, Beaujolais Nouveau wines are not “industrial” or “technological”, but genuine artisan wines.

One single grape variety, one unique « Beaujolais » winemaking method

In order to produce an **aromatic and fruity wine**, the winemaker practices short maceration of **a maximum of 4 to 7 days**. **This maceration demands complex skills**, called into play in a fine balancing act. If the vat is run off too soon the wine will be too lightweight and lacking in colour, and if it is done too late then the tannins will be harsh and disagreeable.

- **One single grape variety** : Gamay Noir, the red grape with white skin. Gamay lends itself well to the production of ‘primeur’ wines as its aromas develop rapidly. The wines are made mainly by **whole bunch maceration**, a method that is specific to Beaujolais. The vatting period is rapid, over 4 to 7 days and designed to extract **a maximum of fruit aromas**, without astringency or harsh tannins.

The principal stages in winemaking :

- Harvesting. Mostly manual; Beaujolais is the only wine producing area in France, along with Champagne, where the majority of grapes are picked by hand.
- Vatting.
- Alcoholic fermentation.
- Pressing.
- Blending of the free-run juice (which runs out of the vat) with the press juice (extracted in the press) in a vat where they will finish their fermentation.
- Malolactic fermentation. Bacteria transform the malic acid into lactic acid, creating a rounder, softer wine and reducing acidity levels. For the majority of wines this fermentation allows the wines to achieve biological stability in the month following the harvest.

Two AOCs produce Beaujolais Nouveau : Beaujolais and Beaujolais Villages. They cover almost 10 000 hectares, producing not one Beaujolais Nouveau but many different ones whose characteristics vary according to the terroir and the winemaker’s personal touch.

“Nouveau” wines are produced only in red and rosé.

The **Beaujolais** appellation encompasses 72 villages in the southern and eastern sectors of the vineyards. Implanted in limestone clay and granite soils, almost 60% is commercialised as Beaujolais Nouveau, which in 2013 represented around 140 000 hl. **Beaujolais Villages** spreads across 38 villages in steeply sloping granite soils, and represents **over one third of the « nouveau » wines sold** : more than 92 000 hl of Beaujolais Villages were sold in 2013 under the label « Beaujolais Villages Nouveau ».

The production of Beaujolais Nouveau and Beaujolais Villages Nouveau has increased from 15 000 hl (not quite 2 million bottles) in the fifties, when the anticipated release of new wines was subject to authorisation by the customs and taxation authorities, to **an average of 231 000 hl (31 million bottles)**. This increase is due to the worldwide success of this singular wine which has become a veritable phenomenon of society.

In parenthesis

Beaujolais Nouveau rosé has been in vogue since its launch in Japan in 2006, making its first appearance on the shelves in France in 2007. If production is still fairly small, these deliciously fruity wines are being produced in greater and greater numbers each year: 2 700 hl in 2007, 5 449 hl in 2009, 5 800 hl in 2013 across the two appellations, Beaujolais (5 700 hl) and Beaujolais Villages (100 hl). A total of almost 800 000 bottles of Beaujolais rosé.

Did you know ?

If Beaujolais Nouveau and Beaujolais Villages Nouveau can be tasted from the third Thursday in November, don't be afraid to leave a few bottles in your cellar. They will be perfect for **Christmas and the festive season** and even for the first barbecues of spring!

HISTORY

« The wine is newly tapped, goblets brimming and barrels overflowing, discreet, full, lively as a squirrel in the woods, with no mouldy or bitter taste; it rolls off the lees, dry and bright, clear as a fisherman's tears; inseparable from the tongue. See how its froth settles, how it leaps, glimmers and glows; hold it awhile on the tongue and you will feel the taste pass into your heart » (le Jeu de Saint-Nicolas, Jean Bodel d'Arras, 1200 ; text spoken by the town crier Raoulet announcing the arrival of the "nouveau" wine in the streets of Paris).

The history of new wine is over 2000 years old and has traversed civilisations

I –From « serva potio » to « fair and of merchantable quality »

The consumption of new wine is a traditional custom as old as the production of wine itself.

In ancient times what was known as the « serva potio », the « lora » or the « drink of slaves » was proposed to grape pickers as soon as the grapes had been pressed. It was obtained by a second maceration of the must in water, and was considered to last until the winter solstice.

In the Middle Ages wine was sold very early in the season, around 15 days after the end of the grape harvest due to a system which, at the time, presented two main advantages:

- The lord, bishop or abbot of the monastery who owned the vines obtained the **best price for his wines**. He had the privilege of being the first to commercialise this eagerly awaited beverage. The right of "**banvin**" even accorded him **exclusivity of sale** giving him sole rights to sell wine when he was entitled to this privilege. ... the banvin only being lifted when he had sold all of his production at which point his competitors could have access to the market.
- Early sales **avoided the problem of wine conservation**. Kept in poor quality barrels, the wine oxidised in contact with the air and rapidly turned to vinegar, rendering it undrinkable.

From the 13th century the town bourgeoisie also filled their cellars, often with the wine of their own estates which was allowed to enter the city without payment of taxes, and offered it for sale in discreet conditions, rivalling the local tavern keepers and hostelryes. Like them they found themselves confronted at the end of winter with a scarcity of wine.

Up until the 19th century and the boom in viticulture in France there was a general **market shortage** of wine. Supply never managed to meet the demand. Historically the first vendors of new wines were the king, the lords and the church. **Trade in wine became a major concern**, monitored by a whole army of brokers, experts and jurists, and wine was required to be '**fair and of merchantable quality**'

When wine was in short supply, social unrest soon followed. In 1788, in Lyon, workers in the silk industry revolted. And in Paris the storming of the Bastille was preceded by the people's 'thirst riots'.

The new harvest is therefore awaited with great impatience each year. So much so that in France, as in other wine producing countries, the period following the grape harvest is a time of gaiety celebrating the end of this period of intense labour, full of special events that mark the culmination of the vine growing cycle.

Amongst the events that celebrate the end of harvest and the first tastings is the feast day of **Saint Martin** on the 11th November. This is a significant date for many reasons, not least the signature of the armistice after the Great War. For those that work in and around the vineyards it marks the end of the labourers', apprentices' and domestic staff work contracts, and the settling up between owners and grape pickers with the payment of what is due. It is also the date at which the winemakers traditionally offer the first taste of their harvest and their new wine. This tasting is known in French as « la martinée » and the drawing off of the new wine is called « le martinage ». It is the occasion for a grand dinner at which the traditional Saint Martin goose is served.

II - Lyon develops the Beaujolais tradition of new wine

Just a few steps from the vineyards of Beaujolais, the people of Lyon also eagerly await the new harvest. The previous year's wines have gone sour; they must be replaced as quickly as possible with stocks of new wine, even before fermentation is finished.

The wine merchants, the « bouchons » or bistros, and the wine bars were the first to taste the new wines. At the beginning of the 20th century they went directly to the vineyards to fetch their wine as soon as the harvest was finished, hoping in this way to better meet the demands of their customers by buying up the best cuvees.

The wine would finish its fermentation in wooden 216 litre casks known as 'pieces', during the rough journey by horse and cart or by barge on the Saone river to Lyon and its surrounding area.

The Beaujolais vineyards of the day bore little relation to what they are now. **At that time the sale of wine was neither subject to regulations nor well organised.** Up until just after the Second World War the bistros perpetuated this custom of procuring their supply directly from the vineyards. The new wines were produced for the most part in the central zone, on less than 2000 hectares of vines at Blacé, Saint-Etienne-les-Oullières, Saint-Etienne-la-Varenne, Vaux-en-Beaujolais, and Le Perréon... the earlier ripening sectors in Beaujolais which were historically at the origins of "nouveau" wines before the growth of the zones in the appellation area of Beaujolais, further south.

Tradition prevailed. Beaujolais Nouveau was not yet considered a specific market, and it was not until the fifties that the concept took real shape and only in the second half of the 20th century that it developed into a phenomenon unequalled in the world of wine.

III – The phenomenon of Beaujolais Nouveau

The phenomenon of Beaujolais Nouveau gained in notoriety in the fifties mainly due to the conjunction of four factors:

- an **administrative ruling** by the Customs and Excise authorities on the 13th of November 1951,
- one **grape variety** : Gamay Noir – the red grape with white flesh - almost exclusive to Beaujolais, which produces marvellous "nouveau" wines.
- **the energy of the growers and negociants** and their desire to develop these vineyards.

- **the engagement of numerous ambassadors**, lovers of Beaujolais, who were attached to the idea of conviviality, and a popular and republican wine.

A – Behind the phenomenon : a framework of legislation

The history of the regulations pertaining to Beaujolais Nouveau began on the 11th March 1951, with the **suppression of the principle of staggered release of wines from individual properties**. Until then, the sales of wine were subject to a strict calendar which fixed what percentage of the harvest could be sold and the different distribution dates, with the objective of establishing a planned supply of wine to the army. In the spring of 1951 this calendar was abolished and, for Beaujolais Nouveau, led to a succession of **key dates**:

- **8th September 1951**. A decree published in the Official Journal concerning the « commercialisation of wine from the 1951 harvest » stipulated that « producers are only authorised to release their *Appellation d'Origine Contrôlée* wines from the 1951 harvest as from the 15th December 1951 ».
- **October 1951**. In a meeting at the **Union Viticole du Beaujolais** the **vine-growers demanded the possibility of commercialising Beaujolais wines straight away**, pointing out that they were « primeur wines ». The authorities rapidly acquiesced to their claim.
- **13th November 1951**. A note from the Customs and Excise Department stated: « in what conditions certain AOC wines may be commercialised **as from now**, without waiting for the general release on 15th December next ». The wines in question were from Beaujolais, the Côtes-du-Rhône, Burgundy (white wines) and Burgundy Grand Ordinaire, Burgundy Aligoté, Mâcon (white wines), Gaillac and Gaillac Premières Côtes (white wines), and Muscadet. Immediate commercialisation was to be subject to the prior approval of the I.N.A.O (Institut National des Appellations d'Origine). **This date marked the official birth of Beaujolais Nouveau**. Volumes sold at this time were around 15 000 hl (barely 2 million bottles).
- **Over the next fifteen years, the release date of Beaujolais Nouveau was not fixed**. It varied by a few days each year according to the vintage. On the 20th October 1952, the date of the 3rd November was proposed and in 1953 it fell on the 1st November ...
- The **decree of 15th November 1967 rationalised the release of Beaujolais Nouveau** by establishing a fixed date: **the 15th November at 00.00h** was to become the official date and time each year. There has been only one exception to this rule : 1977, when a particularly late harvest saw Beaujolais Nouveau released on the 25th November, at 00.00h. The harvest, now produced from 20 000 hectares of vines, had risen to 220 000 hl.
- **In 1985 a new arrangement**, designed to facilitate the sale of the 500 000 hl produced that year, fixed by decree the **third Thursday of November** as the formal date for the sale of Beaujolais Nouveau (and other “primeur” wines). This date of the third Thursday of November is still in force today.

B – The magic of a single grape : Gamay Noir – the red grape with white flesh

Implanted in the region since the beginning of the 17th century, this grape variety and these vineyards share a common history. Here Gamay found the ideal setting in which to develop its many facets of finesse and expression. **This variety is almost exclusive to Beaujolais**; today, of the 30 000 hectares existing in the world, over 50% are in Beaujolais where it represents 98% of the vines.

It is an adaptable variety able to grow in many different types of soils but it is in Beaujolais, with its exceptional diversity of terroirs, that it seems to thrive best.

Round and compact, Gamay is a cross between Pinot Noir and Gouais. Its versatility means that it is just as capable of producing gourmand and fruity wines for drinking young as elegant wines for laying down. This early maturing grape produces beautifully bright and limpid red wines which are superbly aromatic, and by adapting the winemaking methods Gamay can also produce wines with dominantly fruity aromas which express themselves rapidly, making it a particularly suitable grape for “primeur” wines.

Gamay demands great skill and particular care. The winemakers of Beaujolais have long understood this and over the years have developed unsurpassed experience which has enabled them to tame its exuberance and bring out all its qualities.

C – The role of the bistros, the negociants and the Interprofession

« Beaujolais conquered the capital many long years ago. It reigns on the tables of numerous restaurants and at the counters of excellent cafés who have made a speciality of this fresh, red gamay wine that slips down the throat, so good as a primeur, fruity as a fresh grape » (P. Bréjoux, *Les vins de Bourgogne, in Dictionnaire de la langue du vin*, Martine Coutier).

The Parisian bistros played a **prime role** in the promotion of Beaujolais Nouveau. Amongst them the laureates of the **« Coupe du Meilleur Pot »**, a trophy awarded by the Rabelais Academy since 1954, acted as veritable opinion leaders.

This academy was founded by an animated group of artists and journalists who met at Château Thivin, at the foot of Mont Brouilly, together with Marcel Grancher and their host Claude Geoffray. Thanks to them and other enthusiasts **Beaujolais Nouveau ceased to be a purely Lyon based product**. This lively and thirst quenching wine took up quarters in Paris.

In 1959 the Beaujolais Vine-Growers Union (Union Interprofessionnelle des Vins du Beaujolais) was formed. It began its promotional activities in 1960, and in 2004 changed its name to become Inter Beaujolais.

In 1966, the 250 Nicolas wine shops of Paris organised for the very first time a specific event to celebrate Beaujolais Nouveau.

In 1976 – a superb vintage - the press noted that Beaujolais Nouveau and Beaujolais Villages Nouveau were « masters of all the bars and cafés of the capital » and that « the whole of Paris puts its stamp of approval on these new-born wines ».

The local negociants, also interested in this product and its distribution, acted as important vectors in the development of Beaujolais and Beaujolais Villages Nouveau. At the end of the sixties, as the phenomenon was intensifying, the negociants introduced Beaujolais Nouveau to foreign markets. After the conquest of Europe came America, then Australia in 1982, Japan and Italy in 1985 and south-east Asia in the nineties... followed by central and eastern Europe after the fall of the Berlin wall, and, more recently, China and Brazil.

« It has arrived », just a few short words that were most probably first scribbled on a slate and hung up in a bistro somewhere. If it's true to say that the third Thursday of November is an essential date looked forward to by wine drinkers the world over, it would be more correct to say « **THEY** have arrived » since **there are as many different Beaujolais Nouveau and Beaujolais Villages Nouveau as there are winemakers !**

Beaujolais Nouveau 2014 :

Illustrated by SKWAK



This year Inter Beaujolais asked the artist [SKWAK](#) to illustrate the new marketing campaign for Beaujolais Nouveau.

This French illustrator is a rising star who has gained international recognition through his work for brands such as Google, Microsoft, Facebook and Adidas.

After visiting Beaujolais, SKWAK drew inspiration from his impressions to offer his highly individual interpretation of the world of Beaujolais Nouveau. The fruit of his creativity is a unique presentation given centre stage on the poster and echoed on the 2014 promotional material diffused both in France and in the 110 other countries where Beaujolais Nouveau is consumed.

After the worlds of ready-to-wear and high fashion, this campaign pays tribute once again to French skills and creativity.

In an iconography which is a mix of French tradition and contemporary references, humour and pride, this striking image rich in signification is a celebration of the French arts. The colours of the French flag and the graphics with their clear link to wine carry a message which is simple, clear and unequivocal: Beaujolais Nouveau, proud of its roots, assumes a continuous process of modernisation

This communication campaign will be diffused principally via **internet and the social networks**, indispensable channels for the modernisation and democratisation of wine.

An interactive competition « **My Beaujolais Nouveau** » is featured on Facebook until the end of October, in which participants can win a collector's bottle illustrated by SKWAK by designing their own original posters on the Beaujolais Nouveau [Facebook Page](#).

In November the release of Beaujolais Nouveau will be accompanied by a massive web campaign, focussed on prime audience sites (lequipe.fr, aufeminin.fr, yahoo.fr...), plus targeted point of sale activity.

Can't wait to taste Beaujolais and Beaujolais Villages Nouveaux? See you on Thursday 20th November!

ECONOMY

The Beaujolais vineyards encompass a total of almost 3 000 producers (across all appellations), 12 cooperatives and 169 negociants (Beaujolais, Mâcon, Burgundy).

The volume of **Beaujolais Nouveau marketed in 2013 was 231 000 hl, or 31 million bottles**. That represents **one third of the total production from the Beaujolais vineyards**. The remaining two thirds is composed of Beaujolais and Beaujolais Villages destined for ageing, as well as the 10 crus of Beaujolais (Brouilly, Chiroubles, Chénas, Côte de Brouilly, Fleurie, Juliéna, Morgon, Moulin-à-Vent, Régnié, and Saint-Amour).

With over 100 000 hl of Beaujolais Nouveau being exported to 110 countries in 2013, representing over 40 % of the total volume sold, Beaujolais ranks amongst the leaders in France for exported wines (in percentage terms).

I – In France

More than 130 000 hl of Beaujolais Nouveau were sold in France in 2013. In total over 53000 hl (7 million bottles) are sold through large supermarkets, and 77 000 hl are sold via traditional outlets, restaurants and wine merchants.

Topping supermarket sales of Beaujolais Nouveau in France, with 9 100 hl (1.2 million bottles) is Paris and its surrounding area.

Then, in descending order :

The **East** (Strasbourg, Nancy, Metz...) : 7 500 hl (around 1 000 000 bottles)

The **North** (Lille, Amiens...) : 6 600 hl (880 000 bottles)

The **Centre East** (Besançon, Dijon, Lyon, Grenoble...) : 6 500 hl (870 000 bottles)

The **North West** (Rouen, Caen, Rennes...) : 5 700 hl (760 000 bottles)

The **South East** (Nice, Marseille, Montpellier...) : 5 600 hl (750 000 bottles)

The **South West** (Toulouse, Bordeaux...) : 5 500 hl (467 000 bottles)

The **West** (Poitiers, Nantes...) : 4 400 hl (587 000 bottles)

The **Centre West** (Orléans, Limoges, Clermont-Ferrand...) : 4 100 hl (547 000 bottles)

(source : Iri Secodip)

II – Export Markets

100 000 hl of Beaujolais Nouveau were exported in 2013, equivalent to 13 million bottles, to 110 countries.

In 2013 the 10 foremost importers of Beaujolais Nouveau were, in descending order :

Japan : 52 183 hl (7 million bottles)

USA : 13 311 hl (1,8 million bottles)
Germany : 5 500 hl (730 000 bottles)
Belgium : 2 483 hl (331 000 bottles)
Holland : 2 313 hl (308 000 bottles)
UK : 2 270 hl (303 000 bottles)
China : 2 154 hl (287 000 bottles)
Italy : 1 191 hl (175 000 bottles)
Canada : 1 469 hl (159 000 bottles)
Switzerland : 981 hl (131 000 bottles)
Total European Union : 19 867 hl (2,6 million bottles)

(source : Ubifrance)

THE LYON-BEAUJOLAIS NOUVEAU TROPHY : A REFERENCE

The Association of French Œnologists from the Bourgogne Centre-East Region are organising, in partnership with Inter Beaujolais and with the support of the Department of the Rhône and the Rhône-Alpes Region, **the 14th Lyon-Beaujolais Nouveau Trophy**, on **Sunday 16th November** in **Lyon**.

Four days before the arrival of Beaujolais Nouveau in France and around the world, a hundred or so experts get together in a particularly studious atmosphere to taste, analyse and note several hundred samples of red and rosé Beaujolais Nouveau and Beaujolais Villages Nouveau.

The 2014 edition of the Lyon-Beaujolais Nouveau Trophy will take place in the reception rooms of the Hôtel du Département, in Lyon.

This year **the honorary president** is **Ophélie Neiman.....alias « Miss GlouGlou »**. Journalist and author, she also writes a wine blog on the website of the Le Monde daily newspaper, the « Tribulations Vinicoles », which, together with her videos « Des Vins Animés », offers an uncomplicated and humorous approach to wine. Her desire is to render this universe more accessible.

With her will be 100 wine professionals – oenologists, sommeliers and restaurant owners...from France and abroad... reunited for a blind tasting of the 2014 Beaujolais Nouveau wines. **18 tasting panels** will commentate and **note almost 400 samples to award grand gold medals, gold medals and silver medals** to the most successful Beaujolais Nouveau and Beaujolais Villages Nouveau of 2014. The winners are then entitled to apply the **Trophy medal** to their bottles and display the **Trophy Plaque** in their cellars.

The object of the event is, of course, to reward the best cuvees of the vintage, but also to provide consumers with guidance in their choice of wines, to highlight the diversity of the vineyards and to offer producers and distributors an additional commercial argument. The Trophy is the only official Beaujolais Nouveau competition. Accredited by the official body the DGCCRF since 2003, it has become a reference and an important promotional tool for Beaujolais Nouveau in France and throughout the world.

The **results of the Trophy** will be published on www.trophee-beaujolais.com and www.beaujolais.com from **Monday 17th November**.

The press are invited to the **official awards ceremony** which will be held on **Tuesday 18th November** starting at midday at 210 Boulevard Victor Vermorel in Villefranche-sur-Saône, in the presence of the various partners. **A tasting of the 2014 Grand Gold Medal winners** will also take place on this occasion. .

The Trophy is now one of the high points of the Beaujolais Nouveau celebrations, and the increasing notoriety of the Trophy in Asian markets, notably Japan, is also worthy of note.

EVENTS NOT TO BE MISSED

I – From the 26th edition of the Sarmentelles to « Beaujolais Gourmand », not forgetting a marathon and a song festival, Beaujolais knows how to rejoice in its wine !

Welcome and celebration are unquestionably the watchwords of this third Thursday in November : nearly 100 fetes of all kinds will be taking place across all of Beaujolais. Going from cellar to cellar the visitor can taste the first wines of the year in a convivial atmosphere. And to complete the outing, after revelling in the wonderful landscapes of the Beaujolais vineyards, there is choice of **not-to-be-missed festivities** for those who wish to celebrate the traditions of Beaujolais Nouveau and Beaujolais Villages Nouveau directly in the land where it is produced.

- From 19th to 23rd November 2014 : the Sarmentelles de Beaujeu.

THE fete not to miss is at Beaujeu, the historic heart of these vineyards, which each year hosts this international rendezvous to mark the arrival of the new vintage of Beaujolais Nouveau. The festivities begin on Wednesday with a Tasting Competition, followed by the welcoming ceremonies, or *intronisations*. At 19.00h, guests from 20 to 25 countries will assemble in the immense and magnificently decorated marquee for dinner and entertainment. The partying continues with a torchlight procession, and at midnight comes the moment of exaltation with the spectacular tapping ceremony, this year championed by Périco Légasse, accompanied by a glittering firework display and a tasting of the new vintage. The artist SKWAK who illustrated the 2014 campaign will also be present. The more courageous can continue dancing until dawn in the marquee The fete continues until Saturday with the Salon des Vins and finally closes with a family Sunday lunch « Les Sarmentelles en Famille ».

For more information : www.sarmentelles.com or 04 74 69 26 98.

Celebrate Beaujolais Nouveau at its source, in security. **Ontours** propose **buses leaving from Belleville, Lyon and Villefranche to travel to the Sarmentelles at Beaujeu** (from 17 € - pack bus and pack bus express). They leave for Beaujeu on Wednesday 19th November from the Place Bellecour in Lyon, from Villefranche and from Belleville.

The return bus departs from Beaujeu around 01.00h. Reservation obligatory. Information on 09 72 31 81 49 or <http://www.ontours.fr>

- From the 19th to the 23rd November « Beaujolais Gourmand » at Saint Forgeux and Tarare.

Its gonna rock and twist this year, as the theme of this 18th edition is the **sixties** ! Two dinner shows will take place on the 19th and 21st November at Saint Forgeux, near Tarare, in the south of Beaujolais. There will also be a **farmers' market** at Tarare on the 22nd November. And all the wine cellars will be open for visits and tastings on Sunday 23rd November.

For more information and booking : 04 74 63 06 65 / ot.tarare@wanadoo.fr or www.beaujolaisgourmand.com.

And elsewhere around the world, the Companions of Beaujolais **will also be participating in the Beaujolais Nouveau celebrations with their « Devoirs »**, a series of cocktail parties, gala dinners, tastings, conferences, presentations, Beaujolais Nouveau soirees, cruises, tea dances and much more.....

For more information and details of all the devoirs see www.compagnons-du-beaujolais.com.

The towns and villages of Beaujolais each celebrate the arrival of the new vintage in their own manner. Here are just a few examples :

- **At Villefranche**

- For sporting types, the 10th edition of the **Beaujolais Nouveau Marathon** on **Saturday 22nd November** offers three formulas : the full marathon which leaves from Fleurie and takes the runners to Villefranche passing through 15 Beaujolais villages, the semi-marathon, and the 12 kilometres. Food and drink points will be provided at the domains and château that open their doors exceptionally for the marathon runners. The finishing line is on the Place des Arts near to Villefranche Town Hall. For the Night of the Marathon at Parcexpo 10 000 participants are expected.
For more information : www.marathondubeaujolais.org
- On stage at the **Theatre of Villefranche, for the 10th édition of the « New Voices » festival** (18th-23rd November), Beaujolais Nouveau and young French talent get together. HollySiz, François & The Atlas Mountains, Elephanz, Klô Pelgag, Féloche... and many other young French singer songwriters reveal their talents. There are also concerts in Villefranche and the surrounding villages plus aperitif concerts at the theatre bar.
For more information : www.theatredevillefranche.asso.fr
- Tapping of Beaujolais Nouveau on the Town Hall square at 18.30h on the 22nd November 2014. Villefranche celebrates the arrival of Beaujolais Nouveau and Beaujolais Villages Nouveau with an enchanting spectacle combining sound, light and fireworks that pays homage to the meticulous work of creation and the dedicated passion that produces this “primeur” wine which is today renowned the world over.

The wine cooperatives also naturally join in the fun. They traditionally organise open days, starting on the Thursday up until the end of the week-end.

In addition this year, on **Saturday 22nd November, 10 cooperatives will be present on the Place des Arts** in the heart of Villefranche-sur-Saône in a « Beaujolais Nouveau Village » specially created for the occasion and open to the public from 10.00h till 19.00h.

For full details of all events, please consult www.beaujolais.com or www.beaujolaisdays.com.

II – Lyon, birthplace of the tradition...

30 kilometres south of Beaujolais is **Lyon, historically at the origin of the popularity of Beaujolais Nouveau**. This wine was served between the two wars in all the bars and “bouchons” of the town to the point where Beaujolais was known as « the third river » of this city.

Today the arrival of Beaujolais Nouveau is still the occasion for merrymaking in the bistros of Lyon, notably: the Café des Fédérations (Lyon 1st), the Mère Jean (Lyon 2nd), the Ban des vendanges (Lyon 3rd), Georges Five (Lyon 5th), the Morgon (Lyon 6th), the Fleurie (Lyon 7th), the Cap (Lyon 9th), Café Lobut (Villeurbanne) to mention but a few. Or in wine bars such as the Harmonie des Vins (Lyon 2nd).

Beaujol'en scène at the Terreaux !

The Young Farmers of the Rhône, along with the Young Vine-growers Association, herald the arrival of Beaujolais Nouveau 2014 in a festive and convivial style ! This year

at **Place des Terreaux**, on the **19th and 20th November 2014** they will be proposing their Beaujolais Crus for tasting whilst waiting for the roll of drums that will announce the highlight of the evening : the tapping of the 2014 Beaujolais Nouveau on Wednesday 19th at precisely midnight ! But in the run-up to this moment a cocktail dinner will be served and the public can test their knowledge of Beaujolais and try to win a range of prizes, or simply profit from the open air dance floor right in the heart of town ! Just before the tapping ceremony there will be a firework display and a release of balloons.

On Thursday winemakers will be at Place des Terreaux, from 18.00h to 22.00h, for an « after work » rich in local colour and flavour : a tasting of the 12 appellations of Beaujolais. Definitely the place to be in Lyon !

For more information and booking : 04.78.19.62.20 or ja69@jarhonealpes.fr or www.beaujolaisdays.com.

... Paris and its network of Beaujolais Bistros

Talking about Beaujolais Nouveau leads inevitably to thinking about bistros, those ardent defenders of this joyful wine that is shared between friends at a bar counter or in a café where the patron's bark is worse than his bite. In Paris, there are countless places like this, but over the years a veritable network of Beaujolais bistros has sprung up in all parts of the city.

From the « Gavroche » (Paris 2nd) to the « L'Opportun » (Paris 14th), « La Bonne Franquette » (Paris 18th), « L'Imprévu » (Vitry-sur-Seine), or « L'Octroi » (Levallois-Perret)... the evening is guaranteed to be 100% Beaujolais, ideal for tasting not only one Beaujolais Nouveau, but also the different Beaujolais Nouveau cuvees proposed by connoisseurs who have each selected their wine with the greatest of care.

Consult the [Guide des Bistrots Beaujolais](#) to discover these addresses, and many more!

III – And in the rest of the world

It's impossible to resume this planetary phenomenon in just a few lines, but **Japan, the USA, Brazil, Venezuela, Germany, Spain and many, many other countries around the globe will all be celebrating the arrival of Beaujolais Nouveau and Beaujolais Villages Nouveau.**

How should Beaujolais Nouveau be celebrated ?

The arrival of Beaujolais Nouveau is a ritual, a great popular and universal festive occasion that adapts itself to all countries and cultures. Simple and without pretention, Beaujolais Nouveau and Beaujolais Villages Nouveau match well with most dishes and types of cuisine. They are for sharing with friends, but like all wines, they need to be consumed sensibly.

There is no particular « code » to observe for these new wines, however, there are a few basic things to remember :

- **Respect the law, and wait until midnight, whatever time zone you're in**
No Beaujolais Nouveau before the right time !
- **Beaujolais can pave the way !**
To help you be patient until midnight, and get the evening off to a good start, try making your acquaintance with the 12 Beaujolais appellations : Beaujolais and Beaujolais Villages for keeping, plus the 10 crus...and you'll see that Beaujolais isn't ONLY a "primeur" wine !
- **Beaujolais Nouveau and Beaujolais Villages Nouveau are authentic wines for sharing, like good humour.**
-
- **Serve cool, at around 10-11°C.**
- **Above all « stay zen » :** as an aperitif, with starters, charcuterie, goat's cheese, seafood, fish tartare, oysters, sushi..... it's not complicated, Beaujolais goes with a multitude of things.....so **let your culinary inspiration run riot.**
- **Choose a place that pleases you :** Maybe a Beaujolais winemaker's cellar if you want to share a little of this unique passion and the warm welcome of these people who have a real sense of hospitality, or your local bistro with its outspoken but loveable patron, somewhere a bit more chic if you prefer a touch of glamour, or quite simply at home, with friends and family...

APRÈS-NOUVEAU

The two A.O.C Beaujolais and Beaujolais Villages are far from being just “primeur” wines. After the intense work of the autumn, and the critical date of the third Thursday in November with its celebrations surrounding the commercialisation of the first AOC of the year, the winemakers turn attentively to their “other” wines; wines which generally have more body and structure resulting from longer macerations and maturing periods which can last right into spring.

When the days start to get longer, and the famous Thursday in November is no more than a happy memory, the winemakers bottle their ‘after’ wines.

On average, the A.O.C Beaujolais and Beaujolais Villages each produce around 130 000 hl of wines suitable for ageing.

To make these Beaujolais and Beaujolais Villages for laying down, the winemaker selects the terroirs that are best adapted, and the winemaking method is not necessarily restricted to the traditional Beaujolais style. There are as many possibilities of winemaking as there are winemakers, and the practice of partial or full de-stemming is developing.

Compared to the Beaujolais Nouveau wines, maceration time is longer and the methods different : from 6 to 9 days for the Beaujolais and Beaujolais Villages destined for ageing and up to 20 days for the Crus. The objective is to extract a maximum of colour, body and tannins through the use of cap punching, pumping over and racking. The wines are then allowed to mature until the spring before being bottled.

These Beaujolais possess more complexity and structure than the “nouveau” wines, which gives them greater ageing potential.

KEY FIGURES

Total surface of the vineyards	16 572 hectares
Grape Variety	Gamay Noir (red with white flesh) (99 % of the production)
Production in 2013	695 385 hl
Number of appellations	12 Beaujolais Crus : Brouilly, Chénas, Chiroubles, Côte de Brouilly, Fleurie, Juliénas, Morgon, Moulin-à-Vent, Régnié, Saint-Amour Beaujolais Villages and Beaujolais
Number of producers	3 000
Average surface farmed	9,8 hectares
Authorised yields by appellation	52 hl/ha A.O.C Beaujolais Crus 52 hl/ha A.O.C Beaujolais Villages 52 hl/ha A.O.C Beaujolais
Volumes of Beaujolais Nouveau (2013)	231 000 hl, or 31 million de bottles
Volumes of Beaujolais Nouveau Exported (2013)	110 000 hl, or 13 million bottles

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