



BEAUJOLAIS NOUVEAU 2003

NEWS UPDATE

November 10th, 2003. **D-Day in 10 days!**

Ten more days to go and.... Beaujolais Nouveau 2003 will be here! Another campaign, another vintage... but this year “exceptional” is a weak word to describe it. You have read throughout our previous reports about its precocity, its low yield and quantities, and its outstanding quality.

From harvest time (end of August!), we could immediately guess that this one would be outstanding. This was confirmed throughout the winemaking process, the carbonic maceration, and the first tastings prior to bottling...

Now all bottling is completed. The first bottles will leave our cellars in a few hours to destinations around the world by air cargo, and in a few days to European markets by truck. We have tasted the final result of Bouchard Aîné & Fils Beaujolais Nouveau and Beaujolais-Villages Nouveau, which consumers will soon be enjoying, and we are pleased to confirm it as ... EXCEPTIONAL and OUTSTANDING !



This year, Bouchard Aîné & Fils “Nouveau” wines will be enjoyed by consumers in Japan, France, the United States, Taiwan, Germany, the Netherlands, Luxembourg, Canada, Iceland, Austria, on board Cameroon Airlines

In terms of tasting, it is a vintage with an exceptional concentration, because of its precocity. Colors are beautiful with lots of garnet violet notes. Because we had three weeks more this year to make the wines, maturity and ripeness are optimal. As a consequence, we have made at Bouchard Aîné & Fils, rich “Nouveau” wines, full on the palate, full-bodied with lots of ripe red fruit aromas, like raspberry, strawberry, blackberry, and a delicate and discreet hint of ripe banana.

The Beaujolais-Villages is in line, with bigger density, more power and richness. This is definitely a vintage where, for the “Villages” you can mention “tannins” with no exaggeration!

As usual, a great “Vin de Fête”, a festive wine to enjoy, slightly cool, with cold cuts, terrines, aperitifs, and most importantly... with parties and friends!

This year, the party will be even more memorable and outstanding! Enjoy, have a lot of fun, and....

Kampaï, Kampei, Salute, Santé, Cheers, Prosit, Chin-Chin, Sköll,....

Laurent MAIRET, Wine-maker



