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**Press Release: Boisset America**

**There's a New Girl in Town...and She is Simply Charming!**

Lulu B. Introduces New Trio of French Wines

Direct from the sunny South of France hails a trio of "simply charming" wines by newcomer Lulu B. that embody the region's joie-de-vivre. Lulu B.'s stylish Syrah, Chardonnay and Pinot Noir, featuring intriguing, colorful packaging and a trendy screw cap, are sure to catch consumers' attention. Her wines have already won over the taste buds of Sheri Sauter, the second American woman to earn the coveted Master of Wine title, and received both gold and bronze medals at the 2005 Indianapolis International Wine Competition. Lulu B.'s delicious, food-friendly wines are now available to enhance drinking enjoyment nationwide.

The daughter of celebrated Rhône Valley winemaker Louis Bernard, Lulu B. grew up with a rich heritage of winemaking in the South of France. She always knew that she would carry on her family's tradition one day, but first she traveled the world's wine regions, learning innovative New World winemaking practices and sampling foods from every corner of the earth. She wanted her wines to have the perfect texture and taste to complement today's global palate.

Returning to her family's estate, Lulu B. set out to create a vintage that would reflect the new face of French wines. Blending French heritage and terroir with the best of New World winemaking techniques, she crafted her wines for smart and sophisticated wine drinkers who appreciate the quality that comes with years of winemaking tradition.

Her three varietals - Syrah, Chardonnay, and Pinot Noir - pair well with a wide variety of foods. Try grilled meats, pizza or quiche with the Syrah's spicy flavor. The Chardonnay has hints of citrus and honey that match well with chicken, sushi, buttered popcorn or even a clambake on the beach. The Pinot Noir's bouquet of cherry and truffle go great with fish, duck, burgers, brie or on a picnic with ham sandwiches. "Fresh, fun and tasty, these are wines to share and enjoy with your friends," Ms. Sauter explains. "They are a terrific example of the everyday value wines being produced today in France!"

In addition to the wines' impressive accolades and fruit-forward flavors, Lulu B. has made choosing a quality French wine effortless with the varietal clearly printed on the front label. At \$9.99, Lulu B. is a steal for high quality French wine. Its great value and endless food pairing options make it the perfect choice for friends, at home, to bring to a party, or to share over a romantic dinner.

Lulu B. is celebrating her arrival in the United States with the "Get to Know Lulu B.!" sweepstakes. Enter at [www.luluBwine.com](http://www.luluBwine.com) for a chance to win the grand prize, a catered soiree for fifty featuring an appearance by Lulu B. Ten first prize winners will receive a picnic basket filled with gourmet treats, and a hundred second prize winners will be able to channel Lulu B. herself with their chic new red berets.

Lulu B. is imported by Boisset America, Sausalito, CA. Family-owned and operated, Boisset America offers a diverse portfolio of wines, spirits and liqueurs from the world's most prestigious terroirs. Please visit [www.boissetamerica.com](http://www.boissetamerica.com).

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