

# Lulu B.

## US: New French wine launched in US

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A new range of French wines has hit the US. The Lulu B. range includes a Syrah, a Chardonnay and a Pinot Noir.

The wines, made by the daughter of Rhône Valley winemaker Louis Bernard, will be available for US\$9.99, and are being imported by Boisset America, Sausalito, CA.

The launch will be backed by a “Get to Know Lulu B.!” sweepstake, hosted on the company’s website, [www.luluBwine.com](http://www.luluBwine.com). The grand prize will be a catered soirée for 50 featuring an appearance by Lulu B, while 10 first prize winners will receive a filled picnic basket.

[http://www.just-drinks.com/news\\_detail.asp?art=29237&dm=yes](http://www.just-drinks.com/news_detail.asp?art=29237&dm=yes)



[www.lulubwine.com](http://www.lulubwine.com)