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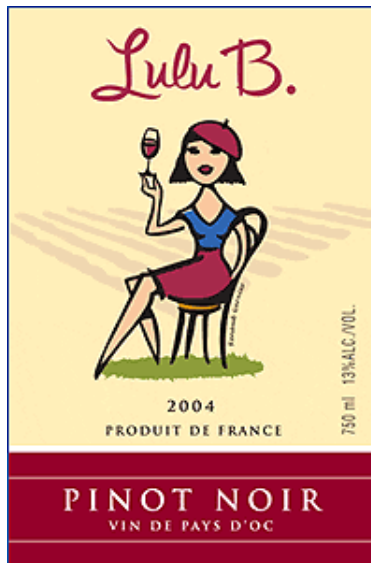
By Dan Marsteller

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Boisset America, coveting a share of the growing U.S. female wine audience—which accounts for 52% of its consumption according to its research—has launched a new French line, Lulu B., to include Syrah, Chardonnay and Pinot Noir varietals. Retailing for roughly \$10 per 750-ml., the Lulu B. brand is another example of an established French winemaker deviating from custom in hopes of seducing American consumers with a lively, memorable label and name and an accent on the wine's varietal, as opposed to its home region.

Lulu B. inherited its name from its winemaker, daughter of prominent C tes du Rhone winemaker Louis Bernard, whose wines have been available in the U.S. since 2000. The new brand also flaunts tradition with its screwcap closure, and is pursuing American consumers through in-store displays and online marketing, including a contest for which the grand prize is dinner with Lulu B. herself.

Boisset America is a subsidiary of Boisset, which claims to be the third-largest wine company in France. Its other brands available in the States include J. Moreau & Fils and Mommessin, both of which held steady in 2004, even as French wine exports to the U.S. fell by 4%, according to *Impact Databank*.



Boisset's Lulu B. makes way to the U.S.

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