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## Boisset America Launches Lulu B.

**New York**(November, 16 2005) - FOR IMMEDIATE RELEASE:

**BOISSET AMERICA LAUNCHES LULU B.**

**PLAYFUL FRENCH BRAND WITH MODERN FLAIR  
HITS STORES MID-NOVEMBER**

New York, NY, November 16, 2005 - This month, Boisset America launches Lulu B., an innovative French brand boasting highly visible packaging. Featuring a trendy screw cap and the varietals printed clearly in bold colors on the front label, Lulu B.'s Syrah, Chardonnay, and Pinot Noir are sure to make a splash on the shelf. Above the varietal label appears a cheerful image of Lulu B., the charming and inspirational winemaker who beckons consumers to savor a glass of her wine. Lulu B. retails nationwide for under \$10 and is the youngest addition from the Louis Bernard family, famed winemakers of AOC Cttes du Rhtne wines, which made its US debut in 2000.

"There are very few fun and accessible French wines with New World appeal on the US market," commented Lisa Heisinger, Marketing Director, Boisset America. "Research indicates that women dominate purchases of imported table wines in the US and account for over 52% of total consumption. With this in mind, Lulu B. has created wines that appeal to the modern, sophisticated female consumer, yet are approachable by men," added Ms. Heisinger.

Lulu B. is an inspirational female figure that epitomizes the romance and warmth of the Southern French countryside. Her wines break the traditional French mold with a fruit-forward, easy-drinking style. Just like Lulu B. herself, the wines make excellent dining companions, pairing well with world cuisine. Lulu B.'s wines have already won over the palate of Sheri Sauter, the second American woman to earn the coveted Master of Wine title. Ms. Sauter explains, "Fresh, fun and tasty, these are wines to share and enjoy with your friends. A terrific example of the everyday value wines being produced today in France!" Additionally, the wines received both gold and bronze medals at the 2005 Indianapolis International Wine Competition.

Lulu B. celebrates her arrival in the United States with the "Get to Know Lulu B.!" sweepstakes. Featured through in-store displays and online at [www.luluBwine.com](http://www.luluBwine.com), consumers can enter to win various prizes. The grand prize includes a catered soiree for fifty featuring an appearance by Lulu B. Ten first-prize winners will receive a gourmet picnic basket filled with everything needed to have a perfect slice of sunny French countryside, and a hundred second-prize winners will be able to channel Lulu B. herself with their chic new red berets. As Lulu B. might say: "Ooh La La - C'est Magnifique!"

Lulu B. is imported by Boisset America, a subsidiary of Boisset, the third largest wine company in France. Family-owned and operated, Boisset America offers a diverse portfolio of wines, spirits and liqueurs from the world's most prestigious terroirs. The company's strong and established distribution channels ensure Lulu B. nationwide distribution and support.