



## **News for Immediate Release**

**Nov. 15, 2012**

### **PLCB Recognizes November 15 as Beaujolais Nouveau Day with Events in Philadelphia, Pittsburgh and Hershey**

**Harrisburg** – With the release of the 2012 Beaujolais Nouveau vintage, the Pennsylvania Liquor Control Board today announced events to celebrate the first taste of the Beaujolais harvest.

The wine, made from the harvest of Gamay grapes in France's Beaujolais region, is notably the most popular vin de primeur, fermented for just a few weeks before being released for sale on the third Thursday of November. Each year, the grapes are harvested by hand, with no barrel aging, allowing the young wine to retain much of its light, fruity flavor making it a perfect pairing to popular holiday foods.

As a result of the work of famed négociant Georges Duboeuf, the release of Nouveau has become a world-wide phenomenon with a race to get the first bottles to markets around the globe. More than 60 million bottles will be distributed worldwide.

Events across Pennsylvania on Nov. 15 will celebrate the annual harvest and members of the public, 21 and older, are invited to attend complimentary tastings at:

- Vintage Restaurant, 129 South 13<sup>th</sup> St., Philadelphia, 19107; 5:30-7 p.m.;
- The Hotel Hershey, 100 Hotel Road, Hershey, 17033; 5:30-7 p.m.; and
- Six Penn Kitchen, 146 Sixth St., Pittsburgh, 15222; 8-10 p.m.

The PLCB will also hold additional tastings in PA Wine & Spirits Stores across the state beginning Nov. 15. A complete list of participating stores is available online at [www.finewineandgoodspirits.com](http://www.finewineandgoodspirits.com). The 2012 vintage will be available to purchase for \$9.99 for 750ml bottles through Sunday, Nov. 18 and \$12.99 thereafter at many PA Wine & Spirits Stores. The 1.5 liter bottle will be available for \$23.99 while supplies last.

For more information, visit [www.finewineandgoodspirits.com](http://www.finewineandgoodspirits.com).

**Media contact:** Stacy Kriedeman, 717-783-8864

###