

MEDIA RELEASE:



Media Release: October xx, 2009

Brisbane: *Belle Époque* to stage Australia's first Beaujolais Nouveau Day celebration

It is the law...French law.

Corks will pop, snails will race, music will sound and French cuisine will be plentiful when Brisbane's *Belle Époque French Bistro* stages Australia's first authentic Beaujolais Nouveau Day celebration on Friday, November 20 - a day that has been officially mandated by French Law.

Most definitely a wine before its time, Beaujolais Nouveau is the most popular *vin de primeur* in France, a wine harvested in fall and sold before spring. This wine is to be served a mere six weeks after the harvest and it must be celebrated! ***Each year the new Beaujolais is ceremoniously released on the third Thursday of November, beginning one of the most frivolous and animated rituals in the wine world.***

Thanks to fine tuned logistical precision planning, Brisbane's Belle Époque French Bistro has 11 cases (132 bottles) of Beaujolais Nouveau winging their way from Paris at exactly one minute past midnight on Thursday, 19 November to arrive less than 33 hours later in time for the venue's own Beaujolais Nouveau uncorking celebrations - "Le Beaujolais Nouveau est arrive!"

Belle Époque is staging a truly French Beaujolais Nouveau Day party complete with free flowing Beaujolais Nouveau available from multiple bars plus food stations dishing up Black Pearl cheese and charcuterie, freshly shucked oysters and other seafood along with a patisserie station of mignardies, pastries, macaroons and live crepe flambée.

By the time it is over, over 65 million bottles, nearly half of the region's total annual production, will be distributed and drunk around the world. It has become a worldwide race to be the first to serve to this new wine of the harvest. In doing so, it has been carried by motorcycle, balloon, truck, helicopter, Concorde jet, elephant, runners and rickshaws to get it to its final destination. It is amazing to realize that just weeks before this wine was a cluster of grapes in a growers vineyard. But by an expeditious harvest, a rapid fermentation, and a speedy bottling, all is ready at the midnight hour. By French law, Beaujolais Nouveau is to be released no earlier than the third Thursday of November.

At Brisbane's own little France, the food and wine at Belle Époque will be set amid a backdrop of live gypsy swing jazz tunes, snail races and plenty of door prizes. **Belle Époque invite red wine enthusiasts from near and far to celebrate Beaujolais Nouveau Day...**

When: Friday, 20 November, 5.30pm – 8pm

What: Beaujolais Nouveau Day at *Belle Époque French Bistro*

Price: \$75 per head including Beaujolais Nouveau, stand-up canapés, fork dishes and food stations along with live entertainment and door prizes.

Tickets: Book now! Phone Tess on 07 3852 1500 or tess@belleepoque.com.au

FOR MORE INFO PLEASE CONTACT:

KATH ROSE & ASSOCIATES MARKETING & PUBLIC RELATIONS ~ PH 07 3357 9054 ~ EM.KATH@KATHROSE.COM

MEDIA RELEASE:



10 Fascinating Facts About Beaujolais Nouveau

1. Beaujolais [BOE-zjoh-lay] Nouveau is always released the third Thursday of November, regardless of the start of the harvest.
2. The region of Beaujolais is 34 miles long from north to south and 7 to 9 miles wide. There are nearly 4,000 grape growers who make their living in this picturesque region just north of France's third largest city, Lyon.
3. All the grapes in the Beaujolais region must be picked by hand. These are the only vineyards, along with Champagne, where hand harvesting is mandatory.
4. Gamay (Gamay noir Jus Blanc) is the only grape permitted for Beaujolais. While certain California wineries may label their wine "Gamay Beaujolais" this is not the same grape variety as what is grown in France, and is quite different in taste and growing habits.
5. Beaujolais Nouveau cannot be made from grapes grown in the 10 crus (great growths) of Beaujolais-only from grapes coming from the appellations of Beaujolais and Beaujolais-Villages.
6. Beaujolais Nouveau owes its easy drinkability to a winemaking process called carbonic maceration, also called whole berry fermentation. This technique preserves the fresh, fruity quality of the wine, without extracting bitter tannins from the grape skins.
7. Beaujolais Nouveau is meant to be drunk young-in average vintages it should be consumed by the following May after its release. However, in excellent vintages (such as 2000) the wine can live much longer and can be enjoyed until the next harvest rolls around.
8. Serve Beaujolais Nouveau slightly cool, at about 55 degrees Fahrenheit-the wine is more refreshing and its forward fruit more apparent than if you serve it at room temperature.
9. Approximately 1/3 of the entire crop of the Beaujolais region is sold as Beaujolais Nouveau.
10. The region of Beaujolais is known for its fabulous food. The famed Paul Bocuse Restaurant is just minutes from the heart of Beaujolais, as is Georges Blanc's eponymous culinary temple. These great restaurants have plenty of Beaujolais on their wine lists. This quintessential food wine goes well with either haute cuisine or Tuesday night's meat loaf.

Belle Époque | Café, Patisserie, Bar, Bistro | Emporium, 1000 Ann Street, Fortitude Valley |
Ph: 07 3852 1500 | Web: www.belleepoque.com.au