

# GEORGES DUBOEUF FLOWER LABEL CHIROUBLES 2022

GEORGES  
DUBOEUF

AOC Chiroubles



**TASTING NOTES:** This Cru Chiroubles displays a shimmering purple color. It has complex floral aromas, especially violets, with notes of fruits and spices. It is medium-bodied, fresh and fruity, with soft tannins. The nose matches the palate.

**VITICULTURE:** The grapes for this Flower Label wine come from 17.3 acres of traditional Goblet-trellised southwest-facing vineyards with vines more than 20 years old.

**VINIFICATION:** Harvesting of this wine is conducted manually, in whole bunches, and the grapes are destemmed before pressing. Semicarboic maceration and malolactic fermentation takes place in stainless steel tanks.

**FAMILY:** For more than four centuries, the Duboeuf family has been producing wine. Now, Georges Duboeuf is a name that needs no introduction, as he is famous for turning Beaujolais Nouveau into an international phenomenon. He cared a great deal about Beaujolais, and his dedication still resonates today – elevating both the Beaujolais region and Gamay grape to near-cult status.

Georges created Les Vins Georges Duboeuf in September of 1964. This historical date also marked the start of his wine merchant business—selecting, bottling and selling fine French wines from the Beaujolais and Mâconnais regions of Burgundy. Beaujolais Nouveau and the “Flower Label” Villages wines, wines whose labels were hand-drawn by Georges himself, are part of Les Vins Georges Duboeuf. These wines represent enjoying the simple pleasures of life such as gathering with friends and family. The domaines and crus within the portfolio are almost entirely comprised of independent, small, family-owned wineries such as Domaine des Rosiers Moulin-A-Vent and Jean Ernest Descombes Morgon, the latter being the first grower Georges worked with.

Georges’ son Franck now runs the business, keeping Georges’ legacy front and center, with wines that express the terroir with bold character and deep flavor. Franck’s son, Aurélien, has a winemaking role and his nephew, Adrien, is on the business side. Franck’s wife, Anne, is managing the unique “wine-centric” museum, botanical gardens and family-friendly amusement park, Le Hameau Duboeuf.

**PRODUCER:** Georges Duboeuf

**REGION:** AOC Chiroubles

**GRAPE(S):** 100% Gamay

**ALCOHOL:** 13%

**TOTAL ACIDITY:** 5.6 G/L

**RESIDUAL SUGAR:** 1.5 G/L

**pH:** 3.6