

GEORGES DUBOEUF FLOWER LABEL FLEURIE 2023

GEORGES
DUBOEUF

AOC Fleurie



TASTING NOTES: Shiny garnet in color, with charming aromas of red and black berries. Soft on the palate with supple tannins. Beautiful freshness all the way through the finish.

VITICULTURE: The grapes come from a 29.7 acre southeast facing estate vineyard with vines more than 50 years old (and some as old as 100 years).

VINIFICATION: Harvesting of this wine is conducted manually, in whole bunches and the grapes are de-stemmed before pressing. Semi-carbonic maceration lasts between 10 to 12 days, with malolactic fermentation taking place in temperature-controlled stainless steel vats (between 78.8 – 82.4 F).

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

ALCOHOL: 13.5%

REGION: AOC Fleurie

GRAPE(S): 100% Gamay