



Press Release

6th October 2015

BEAUJOLAIS NOUVEAUX 2015 : ABSOLUTELY UP TO THE MINUTE !

The Beaujolais wine trade organisation, Inter Beaujolais, is continuing its revitalisation of the image of Beaujolais and Beaujolais Villages Nouveaux* by once more highlighting French skills and creativity. The new marketing campaign takes its inspiration from the world of **fine clock and watchmaking. Attention to detail, precision and a unique expertise that combines both the modern and the traditional...** there are many parallels with the new Beaujolais wines. Just like a precious timepiece, they take their time, mark time, arrive with impeccable timing, to give pleasure every time.... and the Nouveaux are just perfect for wine o'clock!

And this year, with a **strengthened budget**, they intend to make a powerful impact.



- « **The Beaujolais Nouveaux have arrived** » is the new headline slogan that will appear in all communication media. It's a simple but effective way of illustrating the diversity of the Beaujolais and Beaujolais Villages Nouveaux wines.

- Since the beginning of the year an **awareness campaign has targeted the key players of the French retail sector.** They have received timely information bulletins at regular intervals throughout the growing season right up to the grape harvest.

- **A website entirely dedicated to Beaujolais Nouveaux** www.lesbeaujolaisnouveaux.com has been created **for the very first time.** Rich in content... videos, articles, recipes... it has been regularly updated and enriched since the beginning of the summer. Its objective: to be an alternative source of information but also, and most of all, to sweep away preconceptions and create desire!

- In 2015, the Beaujolais Nouveaux have wasted no time in getting themselves talked about both on the **social networks** (Facebook, Pinterest, etc.) and in the professional **press.**

With the number of Beaujolais Nouveaux fans constantly on the increase, a full countdown programme in the shape of an interactive advent style calendar has been conceived to help them contain their impatience, diffusing a host of information, some surprises and also a string of presents!

- **A special Beaujolais Nouveaux event in Paris on the big day.** To uphold their tradition, a delegation of winegrowers will come up to Paris on Thursday 19th November to personally present this exceptional new vintage and generate a buzz.

- **A radio campaign with twice the coverage** on all the major national radio channels. For the first time the radio campaign will last **two weeks** in order to clearly pass the message about the new Nouveaux, for twice the pleasure. In all, over 300 spots will emphasise the craftsmanship involved in making Beaujolais and Beaujolais Villages Nouveaux.

Since the end of September, **promotional support** in the form of posters, garlands, banners, table sets, polo shirts, aprons and straw boaters has been made available by Inter Beaujolais to the numerous partners involved in the launch of the most eagerly awaited end of year nectar. In 2014 they distributed 550 000 table tents, 260 000 table sets, 255 000 posters, 100 000 balloons, and much more.

In addition, as part of an **exclusive operation in partnership with the Professional Wine Boutiques Union (Syndicat des Cavistes Professionnels)** 1000 wine shops have received an 'advent' calendar to display in their windows to follow the countdown to the big day.

With this multichannel approach, the Nouveaux 2015 will be on everyone's minds ! And so much the better, since these Nouveaux are the perfect ambassadors which will allow a maximum number of people to discover this new vintage that already looks of immense quality in Beaujolais.

**As a reminder, in 2014, 210 000hl or 27.9 million bottles of Beaujolais Nouveaux were sold in France and abroad. The premier export market is Japan, followed by the United States and Germany.*

Press Contact : Inter Beaujolais – Mélina Condé-Bénédict - 04 74 02 22 16
mcondy@beaujolais.com

