

News: Beaujolais Nouveaux 2020

Press release, May 26, 2020



“The whole world is going through a very unprecedented period, which will certainly change many of our habits. However, the grapevines couldn’t care less about all that. They’re growing and even looking quite lovely, the sign of early harvest dates – most likely in late August. The current scenario is the same as in 2000 and 2011, in terms of early ripening. Those were good vintages, and we’ll do our utmost to achieve the same again this year.

The release of Beaujolais Nouveaux on the 3rd Thursday in November – the 19th of November 2020 – is a highlight of the year. It’s the ideal occasion to talk about our region in general, about all our wines, our Beaujolais crus and villages, and in particular, the latest, refreshing and brand-new ‘arrival’: Beaujolais Nouveau, as always the vintage’s triggering factor and new ambassador.



In this global context slightly more complicated than usual, Beaujolais winegrowers and négociants have decided to provide this "Beaujolais Nouveaux 2020" season with more flexibility, via two main initiatives:

- The wines will be authorised to leave the estates as early as **October 5, 2020**, i.e. a week earlier than usual. The early ripening lends itself nicely to this, and we’ll consequently be preserving a guarantee of quality for the winemaking process.
- As an exception, the **exact date for release from the French territory to other countries** has been moved up to **October 12, 2020**, i.e. to “D-38”, as opposed to “D-20” (October 31st in 2019).

The one-week period between the two dates is the time required for preparing the wines, deciding on the right blend, bottling them, and grouping them together on the departure platforms for worldwide shipment, while maintaining a high-quality approach.

We hope these initiatives will provide the flexibility needed in transportation to uphold our good trade relations, and will alleviate the stress and tension that everyone is currently experiencing.”

Dominique Piron, Inter Beaujolais wine council president.

Press contact

Inter Beaujolais

Tel. +33(0)474 022 210 - interbeaujolais@beaujolais.com

Follow Beaujolais wines



www.beaujolais.com

#vinsdubeaujolais

© Photo credits: Etienne Ramousse, Inter Beaujolais

Beaujolais photo library: <https://extranet.beaujolais.com/phototheque-categories>

Photo credits mentioned on each photo.

About Beaujolais wines

Located a stone’s throw from Lyon and southern Burgundy, the Beaujolais vineyards stretch out over 14,500 hectares of vines claimed within the 12 Beaujolais appellations, where over 2000 estates, 9 wine cooperatives and 200 négociants thrive. The 12 Beaujolais appellations excel through the expressiveness of their wines, whether a Festive, Expressive or Exceptional Beaujolais: the 100%-red crus in the north: Brouilly, Chénas, Chiroubles, Côte de Brouilly, Fleurie, Juliéna, Morgon, Moulin-à-Vent, Régnié and Saint-Amour; as well as Beaujolais and Beaujolais-Villages in the south, which are produced in all three colours and in vin nouveau.