



LES VINS  
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GEORGES DUBŒUF

**FOR IMMEDIATE RELEASE**

Contact Kathleen Talbert  
ktalbert@talbertcom.com  
212-675-5525

**GEORGES DUBŒUF LETS THEM EAT CAKE  
IN CELEBRATION OF 25<sup>TH</sup> YEARS OF  
BEAUJOLAIS NOUVEAU IN AMERICA**

**New York, NY, October 22, 2007**— Anniversaries simply cry out for cake. One cannot celebrate a milestone event properly without layers of tender cake sandwiched with creamy frosting. It's pretty much a rule, or, you know, a law. Yes, we're pretty sure it's a law. Law-abiding citizen Georges Dubœuf understands this, so to commemorate the 25<sup>th</sup> Anniversary of Georges Dubœuf Beaujolais Nouveau in America he has echoed the famous decree supposedly uttered by another French citizen, "Let them eat cake!" On Thursday, November 15<sup>th</sup>, twenty-one noted pastry chefs in New York, Miami and Chicago will compete to create towering confectionary salutes that play upon the theme, The Art of Wine.

To pay homage to the first wine of the harvest, gifted pastry chefs armed with pastry bags and their imaginations will compete for glory – and the icing on the cake: a \$3,000 prize. The participating pastry chefs have pulled out all the stops – or corks – for an impressive showing of culinary one-upmanship. At New York's Time Warner Center, one chef will set the bar high (literally) with a six-foot-tall edible still life of a bottle of Dubœuf Beaujolais Nouveau nestled in an ice-filled wine bucket festooned with a cluster of grapes, blown-sugar wine glasses and a '25' as a nod to the wine's quarter-century anniversary in America. But this cake won't be coasting on its good looks alone - this chocolate-red wine cake will be filled with black and red currant and raspberry cream and vanilla buttercream which, we understand, is what they serve in heaven if you manage to make it past the Pearly Gates.

EXCLUSIVE US AGENT

W.J. DEUTSCH & SONS LTD. 108 CORPORATE PARK DRIVE, WHITE PLAINS, NY 10604 P: 914 251-9463 F: 914 251-0283



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Meanwhile, here on Earth – in Chicago, to be exact, a pastry chef duo really means business: they are coming to the Chicago Symphony Center and they mean to *win*, people. Using a battery of skillful techniques such as hand painting, airbrushing, cake sculpting and molding, this intrepid pair will present a spectacular, all-edible homage to Duboeuf’s 25 years of Beaujolais Nouveau. An oak barrel foundation will emit a spray of confetti that forms a ‘25.’ Mounted on top, is a Georges Duboeuf crate filled with bottles, and this is crested by a banner emblazoned with “Le Beaujolais Nouveau est Arrivé!!” and a clock set to midnight on November 15<sup>th</sup>, that eagerly anticipated moment when the first bottles are opened around the world.

In Miami’s South Beach they know a little something about looking good, and one noted chef is going all-out to prove the point. At the Ritz-Carlton, she will salute Duboeuf’s 25 years of vibrantly colorful, splashy labels by incorporating them into a towering, tiered creation topped by a handmade bottle of Beaujolais Nouveau surrounding by sprouting flowers. A joyous exclamation point, it beautifully captures the spirit of the grape in every bottle of Georges Duboeuf Beaujolais Nouveau.

Of course, these are just a few of the contestants competing in this Tri-City celebration. After all, like any small taste this is merely meant to whet the appetite. And we’re pretty sure that’s a law, too.

For a full list of the pastry chefs participating in the Duboeuf Let Them Eat Cake competition, visit [www.winewithoutrules.com](http://www.winewithoutrules.com). Images of all the cakes will be available online on Friday, November 16.