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What to Drink on Super Bowl Sunday? Bring on the Beaujolais Nouveau along with the Beer!

For the past few years, several wine specialists have been saying that wine consumption is trumping beer in the U.S. of A. Could that last sacrosanct bastion of beer supremacy be kaput? Well... probably not, but given the popularity of wine and the fun, free for all that characterizes Super Bowl soirées, Beaujolais Nouveau is the perfect wine to complement the brewskis and the ubiquitous Super Bowl snacks.

Whether it is the Patriots, Packers or a Wild Card, we all know the commercials are usually better than the game. Super Bowl is the perfect excuse to get friends together, nosh, nibble and occasionally glance at the screen. In fact, many of the female persuasion use it as the perfect excuse for a gossip fest sans testosterone. Beaujolais Nouveau is wine with a beer attitude. Just drink it. And like beer, you can chill it. In fact, depending on where you live, the fire escape or back porch is the perfect spot.

Beaujolais Nouveau is the first wine of the harvest—enjoy the 2007 vintage and show off to your friends your wine knowledge! (Visit www.winewithoutrules.com for more Beaujolais Nouveau trivia)

Unlike most reds, Beaujolais should be served slightly chilled—15 minutes in the fridge will bring out all its fruit and charm, giving you a refreshing drink that is sure to satisfy!

Many people feel that if you like wine, you're a snob. If you've always been curious about wine, but afraid of what your friends might say, start off with something easy, something like Beaujolais Nouveau. And the Super Bowl is the perfect debut!

If you're not a fan of carbonated beverages, you're usually left out in the cold during the Super Bowl parties. Why not enjoy Super Bowl Sunday by sipping Beaujolais Nouveau?

Beaujolais Nouveau debuts in November and is nice and fresh until April or later. In great vintages it drinks well until the next Nouveau rolls around. It is a wine of the moment, and that moment is on February 3!

Beaujolais Nouveau is a great price! It retails for \$10 bucks or less this time of year, which is about the same price as a six-pack of beer and instead of hops and malt you get flavors of strawberries, raspberries and red currants—yummmmm.

Beaujolais is probably the most versatile wine out there: it goes perfectly with hot wings, burgers, hot dogs, chips, nachos and coq au vin, if your party is a tad more refined.

To learn more about Beaujolais Nouveau, check out www.winewithoutrules.com.

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