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For Immediate Release

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Celebrate This Season's Beaujolais Nouveau at Sofitel Minneapolis
Much Anticipated Wine Available Third Thursday in November

Minneapolis, MN (October 14, 2009) – It's that time of year again! Time to join Sofitel Minneapolis in saying "Le Beaujolais Nouveau est arrivé" in celebration of **Beaujolais Day** on Thursday, November 19th of this year!

Sofitel Minneapolis will celebrate the arrival of this season's shipment of Beaujolais nouveau with two special offers at Chez Colette, Sofitel's traditional French restaurant. A quick-fermenting wine, Beaujolais nouveau is released for distribution only once a year on the third Thursday in November.

"The long awaited release of Beaujolais is a celebration that we look forward to each year," said Olivier Azzopardi, Outlets Manager for Sofitel Minneapolis. "It is exciting to think that at the same time thousands of people around the world are enjoying Beaujolais nouveau just like we are here at Sofitel Minneapolis."

To prepare you for Beaujolais Day, **join Chez Colette and Le Bar as they feature Georges Duboeuf's Beaujolais Grand Cru Julienas 2008 beginning on November 1st** until the release of Beaujolais Nouveau on November 19th 2009. This black raspberry and cassis flavored wine will certainly please your Beaujolais palate.

Beginning on November 19th, guests to Chez Colette will receive a complimentary glass of Beaujolais nouveau with each 30 Minute lunch or Taste of Paris dinner order until this year's batch runs out.

For food and wine enthusiasts, the grand arrival of Beaujolais nouveau is an exciting event each year. The wine is ready for consumption about six weeks after the harvest. French law has stated that the wine cannot be sold until the third Thursday in November, also known as "Beaujolais Day." Since Beaujolais Day falls a week before Thanksgiving, many Americans drink the wine as part of their holiday feast.

Beaujolais nouveau, produced in the Beaujolais region of France, is a purple-pink wine made from Gamay grape and it produces red fruit flavors, such as cherry, strawberry and raspberry. It is best served chilled, and needs to be consumed within a few months of its production.

To find out more about Sofitel Minneapolis' Beaujolais nouveau promotion, please call 952-835-1900 or visit www.sofitelmplsdining.com.

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