

SOFITEL MINNEAPOLIS

For Immediate Release

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“Le Beaujolais Nouveau est Arrivé” at Sofitel Minneapolis *Wine Available During the Third Week in November*

Minneapolis, MN (September X, 2007) – Sofitel Minneapolis is celebrating the arrival of this season’s Beaujolais nouveau with a new promotion for the rare wine at all of its eateries. A quick-fermenting wine, Beaujolais nouveau is released for distribution every year on the third Thursday in November.

“Beaujolais nouveau is a fun, fruity wine that any palette can enjoy with friends and family,” said Antoine Winckler, Food and Beverage Director for Sofitel Minneapolis. “Since it is seasonal, enjoying Beaujolais nouveau is also a great way to start off the holidays.”

Until supplies last, Sofitel Minneapolis has several offers for Georges Duboeuf Beaujolais nouveau. Any entrees purchased at Chez Colette also come with a free glass. Le Bar is offering a cheese or charcuterie pairing with a glass for \$15, or enjoy a glass by itself for \$10.

For food and wine enthusiasts, 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.

This light, fruity red wine is best served chilled, and needs to be consumed within a few months of its production. Beaujolais nouveau is made with Gamay noir à Jus Blanc grapes, which, along with Champagne, is one of the only kinds of grapes that require hand-harvesting.

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

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