

Beaujolais Nouveau 2008 Thursday, November 20, 2008



This year's edition of FIAF's Beaujolais Nouveau celebration called all wine-lovers and Francophiles together for a night of great wine, culture and fun! More than 300 people turned out for the festivities and made it a night to remember. For this, FIAF extends a warm thank you to all the contributors and sponsors of *Beaujolais Nouveau 2008*, without which this event would not have been possible.

Besides offering the opportunity to taste different vintages from **Georges Dubœuf**, **Labouré-Roi**, and **Joseph Drouhin**, FIAF introduced wine writer **Robert Camuto**, author of *Corkscrewed*, and the *Ordre des Compagnons du Beaujolais*. Delicious cheese, *charcuteries*, *pâtés* and bread were graciously offered by the **French Cheese Club**, **Artisanal Premium Cheese**, **Les Trois Petits Cochons** and **Bridor France**. The *Ordre* wowed the crowd with their induction ceremony, making premier interviewer **Charlie Rose** and Associate Professor of French at Barnard College and Columbia University **Caroline Weber** the newest members to uphold the traditions of the vine. Singer **Pascalito** indulged the revelers with his mix of *chanson française* and Latin fusion. Last but not least, a raffle allowed a young student to win a pair of round-trip tickets to Paris, courtesy of **American Airlines**, but also a dinner for two at Alain Ducasse's **Bistro Benoit**, subscriptions to *France Amérique* and *France Today*, among other treats.

To promote the event, FIAF executed a targeted media campaign and received coverage in all of the top New York media, including *The Wall Street Journal*, *The New York Times*, and *New York Magazine – Grub Street*. The story was also picked up on **Dow Jones newswire**. **WFUV radio** used the occasion to interview FIAF VP of External Affairs Pascale Richard, who told listeners about the traditions of Beaujolais and its importance to French culture.

Press coverage



- Wall Street Journal, November 15: <http://online.wsj.com/article/SB122661278424225851.html>
- Grub Street (New York magazine), November 15: http://nymag.com/daily/food/2008/11/the_decline_of_chelsea_market.html
- Dow Jones newswire, November 15: http://images.burrellesluce.com/image/15126/15126_NA513
- New York Times, November 19: <http://www.nytimes.com/2008/11/19/dining/19fcal.html?ref=dining>
- WFUV radio (90.7), taped interview with Pascale Richard, November 19 – Aired on November 20 between 6 and 9pm

Beaujolais Nouveau 2008 was sponsored by American Airlines, the official airline of FIAF, Dish Network and FrancePress.

Special thanks to Georges Dubœuf, imported by W.J. Deutsch & Sons; Joseph Drouhin, imported by Dreyfus Ashby; and Labouré-Roi, imported by Palm Bay Imports; Les Trois Petits Cochons, the French Cheese Club, Artisanal Premium Cheese, Bridor France and Bistro Benoit.

Photos courtesy of Lionel Urman, SIPA Press