

# GEORGES DUBOEUF

For Immediate Release

Contact: Melanie Young, M Young Communications 212.620.7027  
[melanieyoung@myoungcom.com](mailto:melanieyoung@myoungcom.com) / mobile: 917.478.5899

## SIP INTO SUMMER WHITES WITH GEORGES DUBOEUF! *IDEAS AND PARTY TIPS FOR THROWING YOUR OWN WHITE PARTY AT HOME*

New York (July 6, 2009) – Les Vins Georges Duboeuf was on the white carpet at summer's biggest White Party of the Season, Sean "Diddy" Combs' annual White Party, held July 4<sup>th</sup> at a private mansion in Beverly Hills. The 400 high wattage guests included: Ashton Kutcher, Demi Moore, Mariah Carey, Lindsay Lohan, Kim Kardashian, Khloe Kardashian, Lil Kim, Garcelle Beauvais-Nilon, Shawn Wayans and Forest Whitaker.

The Combs party featured stylized white bars, white sofas and coffee tables, white bean bag chairs, white beach blankets and balls, trapeze artists dressed in white, white cabanas, stilt walkers wearing white, jars of white candies from Dylan's Candy Lounge in New York, a revolving white dance floor and streams of sheer white fabric cascading around the long pool area.

But, one does not have to be a celebrity to throw a fabulous white party, according to Duboeuf.

"Summer whites extend beyond a crisp linen shirt, white jeans or a white cotton dress. The crisp lightness of summer whites can also be found in the white wines of France's Mâconnais region in Burgundy. The wines are soft, yet supple and versatile with many summer foods from salads and ceviches to grilled fish and roast pork," said Georges Duboeuf. "They are perfect for easy summer entertaining."

There are three wines in the Georges Duboeuf Mâconnais collection:

Georges Duboeuf Mâcon-Villages, 100% Chardonnay with no oak aging, has delicate acidity and subtle aromas of white Spring flowers and citrus, and a finish of almond and hazelnuts with a crisp and refreshing taste. Suggested retail price: \$11.99.

Georges Duboeuf Saint-Véran, named for the village where the wine is produced, is 100% Chardonnay with no oak aging. The wine has floral notes with a touch of honey, lime and toast and a pleasing, fruity taste. Suggested retail price: \$15.99.

Georges Duboeuf Pouilly-Fuissé is 100% Chardonnay, aged six to eight months in oak, with a bouquet of roasted almonds, verbena, lime tree and vanilla with a supple and fruity taste that ages beautifully. This wine is considered the "jewel of the Mâconnais." Suggested retail price: \$21.99.

-more-

### Entertaining Ideas for a White Theme Party:

Diane Gordon, who was the food stylist for the HBO series "Sex and the City," is often asked by her clients to recreate the glamorous party scenes she designed for the show. Entertaining Ideas Catering, Diane's Manhattan based company, often customizes party themes based on color. "I love the idea of a summer white party. There are so many options in terms of menu and party décor," says Diane. It is important to maintain the theme throughout the event so our staff wears white jeans and white t-shirts. We pass hors d'oeuvres on white trays and decorate them with white peppercorns, enoki mushrooms and white rose petals. "The monochromatic look is very appealing – light, simple and fresh," adds Diane. "White wines such as the Georges Duboeuf whites from the Mâconnais pair beautifully with a multitude of white menu options. And, of course, white wine is white clothing friendly!"

### Some of Diane's ideas for white-theme menu selections include:

#### Passed hors d'oeuvres:

Mini pizza biancas with fresh mozzarella  
Endive spears filled with jumbo lump crabmeat  
White bean hummus crostini  
Fromage blanc and apple tartlets  
Shooters of chilled potato and leek soup  
Sea scallop brochettes

#### Cocktail Stations:

Crudite of white vegetables with caramelized white onion dip  
An assortment of white cheeses with sliced baguettes

#### Buffet:

Salad of shaved fennel, white button mushrooms and parmesan  
Risotto with shaved white truffles  
Roasted filed of halibut with cauliflower puree  
Braised celery root, parsnips and jicama

#### Desserts:

Sheep's milk yogurt panna cotta  
Pears poached in white wine  
Meringue shells filled with vanilla ice cream and whipped cream  
S'mores with homemade marshmallows and melted white chocolate

### Achieving the Crispness of White: Décor Tips

Bouquets of Carnations, White Lilies and Gerber Daisies  
White table cloths in varying textures  
White muslin draped over sconces  
White seashells and sand dollars scattered on tables with white pebbles  
Bowls of white soaps in decorative shapes, from shells to flowers

For more information visit [www.SipIntoSummerWhites.com](http://www.SipIntoSummerWhites.com) (starting July 15<sup>th</sup>).



Ashton Kutcher, Demi Moore and Sean 'Diddy' Combs at the annual White Party in Beverly Hills on July 4, 2009 (Courtesy Blue Flame Agency)



Sean 'Diddy' Combs, Nicolas Ronteix, Director French Portfolio, W.J. Deutsch & Sons, and Barbara Scalera, Director of PR, W.J. Deutsch & Sons, at the annual White Party in Beverly Hills on July 4, 2009 (Courtesy Blue Flame Agency)



Georges Duboeuf "Sips Into Summer Whites" at Sean "Diddy Combs July 4, 2009 White Party In Beverly Hills (Courtesy Blue Flame Agency)

About Les Vins Georges Duboeuf and Its Exclusive U.S. Importer, W.J. Deutsch & Sons, Ltd.

*Georges Duboeuf is the most popular producer of Beaujolais in the world and the number one French wine brand in the U.S. Georges currently represents over 400 winegrowers in the region. A self-made entrepreneur, he formed "Les Vins de Georges Duboeuf" in 1964, which he now oversees with his son, Franck. Today, Les Vins de Georges Duboeuf includes wines from Beaujolais, Mâconnais and Southern France. The wines are renowned for their quality, value and consistency. They are sold in 120 countries throughout the world.*

*W.J. Deutsch & Sons, the exclusive importer for Les Vins Georges Duboeuf, was founded in 1981 by Chairman Bill Deutsch to market quality wines produced by prestigious families from major wine regions of the world. Deutsch's wines are sold to the trade with well-planned marketing support and offered to U.S. consumers at fair market prices. Today the company is renowned for its brand building prowess and ability to identify and fill consumer niches within the wine category. Bill's son Peter Deutsch is CEO; thus two generations of the Deutsch family work side by side in their continuous quest to build strong brands and relationships throughout the wine industry.*

*The W.J. Deutsch & Sons portfolio includes award-winning wines from: Australia; [yellow tail], [yellow tail] The Reserve, [yellow tail] Sparkling, California; Atlas Peak, Buena Vista Carneros, Esser Vineyards, Gary Farrell Vineyards and Winery, Geyser Peak, XYZin, Kunde Estate, France; Andre Lurton, Georges Duboeuf, Hob Nob Vineyards, J. Vidal Fleury, Pierre Sparr, Sauvion et Fils, Idaho; Ste Chapelle, Italy; Barone Fini, Castello di Monastero, Coldisole, Poggio alle Sughere, Lionello Marchese, Villa Pozzi, New Zealand; The Crossings, Portugal; Quinta Do Vale Meao, Spain; Mar De Frades (Rias Baixas), Cruz de Alba (Ribera del Duero), Ramón Bilbao Vinos Y Vinedos (Rioja), and Volteo (Castilla), Washington; Columbia Winery, Covey Run. [www.wjdeutsch.com](http://www.wjdeutsch.com).*

**GEORGES  
DUBOEUF**

STYLE & SUBSTANCE™  
PRODUCT OF FRANCE