

GEORGES DUBOEUF FLOWER LABEL MORGON 2023

GEORGES
DUBOEUF

AOC Morgon, France



TASTING NOTES: This Morgon has a shiny garnet color, with concentrated aromas of ripe black fruits, cassis and kirsch. It has a rich and ample palate, with vivid freshness and silky tannins. The silkiness holds through the long, luxurious finish.

VITICULTURE: The grapes for this Georges Duboeuf “flower label” Morgon wine come from vines that are as old as 50 years and trellised in the traditional Goblet style.

VINIFICATION: The grapes are harvested manually, in whole bunches, and destemmed prior to crushing. Semi-carbonic maceration takes place, lasting between 10 to 12 days, with fermentation following, conducted at low temperatures in stainless steel tanks.

FAMILY: For more than four centuries, the Duboeuf family has been producing wine. Now, Georges Duboeuf is a name that needs no introduction, as he is famous for turning Beaujolais Nouveau into an international phenomenon. He cared a great deal about Beaujolais, and his dedication still resonates today – elevating both the Beaujolais region and Gamay grape to near-cult status.

Georges created Les Vins Georges Duboeuf in September of 1964. This historical date also marked the start of his wine merchant business—selecting, bottling and selling fine French wines from the Beaujolais and Mâconnais regions of Burgundy. Beaujolais Nouveau and the “Flower Label” Villages wines, wines whose labels were hand-drawn by Georges himself, are part of Les Vins Georges Duboeuf. These wines represent enjoying the simple pleasures of life such as gathering with friends and family. The domaines and crus within the portfolio are almost entirely comprised of independent, small, family-owned wineries such as Domaine des Rosiers Moulin-A-Vent and Jean Ernest Descombes Morgon, the latter being the first grower Georges worked with.

Georges’ son Franck now runs the business, keeping Georges’ legacy front and center, with wines that express the terroir with bold character and deep flavor. Franck’s son, Aurélien, has a winemaking role and his nephew, Adrien, is on the business side. Franck’s wife, Anne, is managing the unique “wine-centric” museum, botanical gardens and family-friendly amusement park, Le Hameau Duboeuf.

PRODUCER: Georges Duboeuf

ALCOHOL: 14%

REGION: AOC Morgon

GRAPE(S): 100% Gamay

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