



The birthplace of Gamay: The underrated grape conquering America's heart and palate

New York, NY, March 13, 2018 – Born in the Beaujolais region of France, at the southern end of Burgundy, Gamay has recently become one of the most popular grape varieties amongst US wine lovers. Though for many years it was primarily known as a fresh, fruity wine, numerous Beaujolais producers have turned to new methods and techniques for working with the grape over the years and their wines are now being recognized as some of the best in France.

To help demystify some of the questions that remain about Gamay, below are five points on the ins and outs of the grape:

- **Pinot Noir's equally elegant cousin:** Both Gamay and Pinot Noir were born in Burgundy. While Pinot Noir became well-known both domestically and internationally, quickly making its way over to the US, Germany and beyond, Gamay never quite achieved the same level of recognition... until now! Over the years, producers stayed confident in Gamay's ability to produce elegant wines in Beaujolais, where the grape remained king. Today it is slowly gaining the recognition it truly deserves.
- **Beaujolais, Gamay's true home:** Beaujolais is the primary producer of Gamay, yielding 50% of the world's total production. A fair part of Gamay wines are labeled "Beaujolais Nouveau" or "Beaujolais," but those seeking more complex wines can do a tiny bit more digging to find "Beaujolais Villages" or "Cru Beaujolais" wines. Because these classifications are still considered lesser-known, you can find them at incredibly reasonable prices! Since "Cru Beaujolais" won't always be indicated on the label, look for one of the ten Cru names: Brouilly, Chénas, Chiroubles, Côte de Brouilly, Fleurie, Juliéna, Morgon, Moulin-à-Vent, Régnié and Saint-Amour.
- **A light to medium-bodied wine you won't forget:** Gamay is known for its rich, floral and fruit aromas, its bright, juicy acidity, and its tart red fruit flavors with hints of earth. The tannins are typically soft and elegant, which, combined with the grape's bright acidity, allows the wine to pair incredibly well with a wide variety of foods.
- **A new favorite of US wine aficionados:** Gamay has become more popular in recent years, as tastes have shifted from heavy, powerful, and sweet to bright, elegant, and refreshing wines. This is partly due to the change we have seen in food preferences – while Americans once preferred heavier, richer foods, they now enjoy a variety of different dishes, from light salads and grilled fishes to Asian and Latin American fare to hearty meats with light, herbal flavors.
- **A truly year-long wine:** Gamay pairs beautifully with an incredible range of dishes summer through winter, from butternut squash ravioli to soy-glazed salmon to roasted pork with fennel! The bright acidity cuts through fat and creaminess, while the ripe fruit



notes complement a range of savory flavors. Because the grape is relatively light (but still somewhat acidic), it can easily complement without overpowering or being overshadowed.

Needless to say, there are countless reasons to love Gamay! As the grape gains new awareness in the US, its versatility and easygoing nature are poised to make waves.

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About Wines of Beaujolais:

Bordered by the Bourgogne region to the North and the city of Lyon to the South, the rolling hills and plains of Beaujolais form a wine-growing area of 67 square miles. While Beaujolais does produce a small amount of whites and rosés, the region is best known for its versatile, light to medium-bodied reds – all single-varietal and mostly made of Gamay Noir à Jus Blanc – which account for 98% of all wines produced in the region. Beaujolais is made up of 12 appellations: Beaujolais (red, white and rosé), Beaujolais Villages (red, white and rosé), and 10 Beaujolais Crus (reds only: Brouilly, Côte de Brouilly, Régnié, Morgon, Chiroubles, Fleurie, Moulin-à-Vent, Chénas, Juliéna and finally Saint-Amour). Bringing together a small community of 2,600 winegrowers, the region has an average annual production of 22,454,623 gallons (120 million bottles) – including 7,925,161 gallons (40 million bottles) of Beaujolais Crus, 7,925,161 gallons (40 million bottles) of Beaujolais and 6,604,301 gallons (33 million bottles) of Beaujolais-Villages – of which 40% is sold to export to over 110 countries.

For more information about Beaujolais and its wines, please visit <http://www.discoverbeaujolais.com/>.

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