



NEWS RELEASE

Beaujolais Nouveau wines arrive in Nova Scotia

HALIFAX, November 16, 2010 – The Nova Scotia Liquor Corporation (NSLC) is pleased to offer wine lovers a selection of Beaujolais Nouveau wines on Thursday, November 18th from three of France's most prestigious winemakers: Georges Deboeuf (\$14.29), Mommessin (\$14.99) and A. Fougères & Cie (\$14.49).

The third Thursday of November is a special day for wine aficionados because it is the traditional release day of Beaujolais Nouveau – the first French wine bottled from this year's grape harvest.

One of the most anticipated wine releases of the year: Beaujolais Nouveau originates in France's Beaujolais region and for many acts as a barometer for the quality of the vintage as a whole.

"The release of Beaujolais Nouveau is a perfect opportunity to celebrate wine," says Peter Rockwell, NSLC Product Manager. "French wine makers have indicated that this year's vintage holds a great deal of promise thanks to favourable weather conditions in August and September. It's expected that this year's wines will offer plenty of bright berry fruit and a fresh, thirst-quenching flavour that should enhance a wide array of food partners."

For more information on Beaujolais Nouveau, please visit myNSLC.com.

The Nova Scotia Liquor Corporation, the largest single banner retail business in Nova Scotia, generates more than half a billion dollars of revenue a year and returns more than \$200 million profit annually to the province. It employs more than 1,500 Nova Scotians, offering over 6,000 products from around the globe through 160 retail outlets, and 2,100 licensees. The NSLC is driven to be a sustainable and community focused organization helping to make Nova Scotia an even better place to live.

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