

Beaujolais Nouveau Goes Graffiti

# GRAND BOULEVARD

— Sandestin® —

TOWN CENTER

## FOR IMMEDIATE RELEASE

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## GEORGES DUBOEUF BEAUJOLAIS NOUVEAU GOES GRAFFITI Destin Celebrates Art and Beaujolais Nouveau on November 17

**Miramar Beach, Fla., (October 17, 2011)** - As part of the national celebration “Nouveau Expression – Be Heard,” French Beaujolais winemaker and long-time arts supporter Georges Duboeuf is bringing a celebration of self expression to Miramar Beach at “Georges Duboeuf Beaujolais Nouveau Goes Graffiti” food and wine tasting on Thursday, November 17 at Grand Boulevard at Sandestin®, 5:30 to 8:30 p.m.

Co-presented by The Mattie Kelly Arts Foundation, Grand Boulevard at Sandestin® and Wine World, the tasting will feature top chefs from the Destin and 30A area who will each prepare a signature menu item with a French accent to pair with some of the 2010 Crus from Georges Duboeuf, the best selling brand of Beaujolais in the United States.

The event also celebrates the first taste of the 2011 vintage, as it coincides with the arrival of the 2011 Georges Duboeuf Beaujolais Nouveau, a fresh and fruity red wine made from the local Gamay grape that is released after midnight each year on the third Thursday in November. Featuring a first-ever graffiti-inspired label designed by renowned Brooklyn artist “Kaves,” the 2011 Georges Duboeuf Beaujolais Nouveau will be available nationwide at a retail price of \$11-\$13, just in time for holiday entertaining and gifting.

Just as winemaking and culinary arts are forms of self-expression, the party will also feature a unique live art performance and a DJ spinning French vibe. Participating restaurant teams will trade their cooking utensils for spray cans to create a one-of-a-kind graffiti masterpiece competing for the coveted “People’s Choice Award” voted by the attendees. This artwork will be auctioned on site, with proceeds from the sale benefiting The Mattie Kelly Arts Foundation, which was established in 1995 to enrich local cultural programs through literary, performing and visual arts.

Tickets are \$50 per person and now on sale at all nine Wine World retail locations or online at [www.mattiekellyartsfoundation.org/calendar.php](http://www.mattiekellyartsfoundation.org/calendar.php).

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**About Grand Boulevard**

Grand Boulevard is the shop, dine, play and stay Town Center located on Northwest Florida's Beaches. Based on the prominent mixed-use architectural model, Grand Boulevard offers a dynamic lifestyle experience with convenient access to a multitude of exclusive shopping and dining options, entertainment, professional services, corporate offices and lodging. Grand Boulevard is a Howard Group and Merchants Retail Partners property. For more information, please call (850) 654-5929 or visit [www.grandboulevard.com](http://www.grandboulevard.com).

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