



## The November Wine

### Description

What's your favorite month of the year? Why?

*"Fear not November's challenge bold. We've books and friends, and hearths that never can grow cold. These make amends."* • Alexander L. Fraser

November is undoubtedly my favourite month of the year.

Why? Well amongst many reasons, one is that it **starts with my birthday- first of November**, so the entire month is special for me. With just a slight nip in the air, it is **the best weather of the year**. Governed by the zodiac sign of Scorpio, November births produce **individuals with intensity, passion, and adventurous spirit** that could be a bit of self flattery but I think I'm like that. Lastly it is also the birthday month of some famous personalities whom I like, prominent ones being **Aishwarya Rai** and **Sharukh Khan**.

But being an ardent wine enthusiast, the month of November is also significant to me for a special kind of wine : the **Beaujolais Nouveau**.

### Beaujolais Nouveau

Beaujolais Nouveau is a French red wine made from 100% hand-picked Gamay grapes and is produced under the Beaujolais AOC appellation.

It is what's known as a **vin primeur**, a young wine sold in the same year it's harvested which is meant to be consumed shortly after.

To produce it, winemakers carry out a quick fermentation process, macerating the grapes for only 3-4 days, to create a wine that's fresh and fruity which some also call it as **the fastest wine**.

### History and Tradition

Beaujolais Nouveau was originally a rather basic, easy-to-drink table wine enjoyed by vineyard workers to celebrate the end of the harvest season. Later, it was sent to local Paris caf  s and restaurants, where it began to gain popularity.

But it wasn't until the 1970s that the wine really took off thanks to clever marketing by businessman **Georges Duboeuf**. He heavily publicised the November arrival of Beaujolais Nouveau world over and its thanks to him that the **third of November** became to be known as the **Beaujolais Day**

Legally Beaujolais Nouveau can only be sold after 12:01 am on the third Thursday of November. Throughout France, local parties are held to **celebrate Beaujolais Nouveau Day**, with fireworks, music, food, and of course, wine. Bars also host special events with Beaujolais Nouveau wine tastings, and the **Japanese** even partake in a little **wine bath** to mark the occasion.



Japanese Wine Bath on Beaujolais Nouveau. Image by Shutterstock

### Beaujolais Day Celebrations at New Delhi

New Delhi, the capital city of India has a vibrant wine culture supported by hotels, restaurants, bars and wine clubs. This year a **Beaujolais Nouveau Tasting** is being organised by the *Association des agents de la Ambassade de France en Inde* at the premises of the Embassy of France in New Delhi on 21st November.

Today I halt this blog post here itself and will add more to it after attending the ibid Beaujolais Nouveau tasting on coming Thursday.

Cheers !!