



Maison Blanche's First Annual La Fête du Beaujolais

- Who** Chef Jose Martinez & Maison Blanche restaurant and Wine partners
- What** *Le Fête du Beaujolais 2011*
- Where** Maison Blanche Restaurant & Dining Room
- When** November 17th 2011 at 5:30 pm through 8:30 pm
- Why** **The Maison Blanche James Beard Foundation Scholarship**
A Promotion celebrating Beaujolais Nouveau
- How** \$65 per person inclusive of tax & gratuity
This will be a – Tasting --- and is not a sit down dinner
- Reserve** www.Opentable.com or call Maison Blanche at 941-383-8088

The evening

Maison Blanche is creating this highlight event to kick off the 2011/12 season creating a new tradition and annual franchise event. The Fête du Beaujolais event will celebrate Beaujolais and benefit the James Beard Foundation and aid aspiring culinary students. The festive evening of happy energy and great flavors is taken from the idea of the Samartelles and the traditional Festival of the arrival of Beaujolais nouveau. At the stroke of 6 pm U.S. time and Midnight in France, we will take a bottle of the Drouhin and Jadot Beaujolais from our Pyramid of Beaujolais Nouveau and open it in celebration, as we will welcome the arrival of the nouveau and commence the worldwide Beaujolais party. The best of the Beaujolais nouveau, fine food, music, conversation and a charity auction; all presented with the elegant sophistication by your evening's host Chef Martinez, his wife Victoria and the executives of the exceptional Joseph Drouhin Louis Jadot wines. The evening's savory food will be presented from four stations and allow guests a rare opportunity of conversation with Chef Martinez.

The Program and Times

- 5:30 pm Open to guests, first pass around as an amuse
Station servings begin to have food placed
With a previous vintage of the Beaujolais Nouveau
- 6:00 pm The call to Paris is made at the stroke of 12 Midnight
To Drouhin or Jadot France and their celebration
Simultaneously we open Beaujolais from the Pyramid of wines
- 6:10 pm Chef Martinez, Victoria and the other hosts welcome their guests
Introducing the evening's menu, wines and VIPs
- 7:30 pm Auction begins
- 8:30 pm A sweet surprise from Chef Martinez's kitchen as we say goodnight

The Fête du Beaujolais Backgrounder

The "Fête du Beaujolais Gourmand" is the party ritual known as "le Beaujolais nouveau est arrivé" In Beaujeu France, Beaujolais was considered to be the city's 'third river'. Today Beaujolais Nouveau celebrations still hold particular importance in the city's restaurants and bistros and throughout France. November 17th the Fête du Beaujolais Gourmand will see the opening of the Beaujolais Nouveau from a pyramid of the wine along with traditional foods such as the Tarandouille as interpreted by chef Jose Martinez.

Beaujolais Sarmentelles

Welcome and celebration are the key words for this, the third Thursday in November. More than 120 celebrations of all kinds are listed in the Beaujolais region alone every year on this day. From cellar to cellar the visitor can taste the first wines of the year without ever coming up against a closed door.

The name refers to barrowful(s) of sarments (cuttings from grapevines) which are ceremonially burned prior to the unveiling of the new wine, as a homage to the hard work of the wine-growers. After a preliminary tasting of previous vintages, the Beaujolais Nouveau is pierced at midnight, releasing the drinking and the festivities.

The celebration of the Sarmentelles was created by a handful of winemakers, who wanted to mark the occasion in the historic cradle of Beaujolais Nouveau. It has grown worldwide and in the region, every year 300 voluntary workers prepare the decoration and the entertainment for the night of Beaujolais Nouveau.

Following the traditional night of festivities is a Beaujolais wine fair called the Salon des Sarmentelles that is centered on the region's 12 appellations, their winemakers and other regional produce and foods.

