

An Insight into French Wine Culture

Each year, French Department students and staff look forward to the annual Le Beaujolais Nouveau celebration. Attended by around 60 students and staff, the event allows all those involved to sample newly-produced Le Beaujolais Nouveau - a French wine enjoyed around the world.

The Dean of the College of Foreign Languages and Literatures, Dr. Wu Hsi-Deh, while delivering his opening speech, said that “having the occasional glass of wine is very nice. Through the innovative marketing strategies used by Le Beaujolais Nouveau, we can get an insight into French wine culture” .

After the speech, a detailed introduction to the wine and the area in which it is produced was made in French by TKU assistant professor, Marie Julie Frainais-Maitre.

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