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Press Release

Beaujolais Nouveau 2013 Air France-KLM-Martinair Cargo flies it around the world again

Over the past 40 years, opening the Beaujolais Nouveau has become a not-to-be-missed celebration in many countries.

Beaujolais Nouveau belongs to a category of wines called *vins primeurs*, meaning any wine sold in the same year it was harvested, shortly after completing fermentation. There are no fewer than 55 appellations in France that permit the production of *vin primeur*.

Amongst the red *primeur* wine enthusiasts, the Japanese people have shown their great appreciation in turning the evening of the 3rd Thursday of November into a major event.

In line with its constant efforts to stay closer to its customers, Air France-KLM-Martinair Cargo deployed large operational air cargo resources – including no less than four full freighters – to carry and deliver the precious beverage within a competitive timeframe.

Altogether, more than 2000 tonnes of Beaujolais Nouveau have been flown to various destinations within its extensive network. This year again, Japan remains the largest destination market, accounting for 80% of the traffic, mainly to Tokyo but also to Osaka.

Within a two-week logistics window, Air France-KLM-Martinair Cargo again showed its commitment to being a dedicated carrier for the transportation of Beaujolais Nouveau.

Yours sincerely,

Air France-KLM-Martinair Cargo Management

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