

Savoring Beaujolais: Faculty and Students of the European Languages Department Deepen French Learning

Campus focus

At 6:30 p.m. on November 26, the French Division of the Department of European Languages and Cultures held the “Beaujolais Knowledge Quiz and Alumni Homecoming Appreciation Night” in the first-floor lobby of the College of Foreign Languages and Literatures. As one of the inaugural series of events following the establishment of the Department of European Languages and Cultures, the event attracted enthusiastic participation from faculty members, students, and alumni, creating a warm and lively atmosphere.

The event opened with remarks by Professor Ching-Kuo Chang, Chair of the Department of European Languages and Cultures, who expressed his gratitude to the faculty and students of the French Division for their generous support in sustaining this long-standing tradition. He also thanked the teaching assistants and staff for their efforts. As a member of the Russian Division, Prof. Chang noted that he greatly valued the opportunity to engage with the French Division and hoped that through the wine-tasting activities, students would not only deepen their French language learning but also gain a richer appreciation of French food and wine culture. The event also included the presentation of the French Division Alumni Scholarship of the Department of European Languages and Cultures, with a cash award of NT\$10,000 granted to Ashley Lin, a fourth-year student in the French Division.

Assistant Professor Jun-Pei Liao of the French Division then delivered a presentation on the history and culture of Beaujolais, explaining that Beaujolais Nouveau is a highly representative case of successful global marketing. Its most distinctive feature is its synchronized worldwide release at midnight on the third Thursday of November each year. Beaujolais Nouveau is primarily produced in the Burgundy region using the Gamay grape, a black-skinned, white-fleshed variety. While small proportions of other

grape varieties may be blended, they must account for less than 10 percent of the total. The wine is characterized by its low tannin content, fresh flavor profile, and light, easy-drinking mouthfeel. As it is not aged in oak barrels, its aroma is vibrant and expressive, featuring notes of fresh red fruits—some even liken it to red fruit juice.

Asst. Prof. Liao recommended serving Beaujolais Nouveau at a temperature of approximately 10 ° C to 12 ° C. As a wine meant for early consumption, it is typically not aged for more than two to three years. For food pairings, she suggested keeping accompaniments simple, such as cheeses or cold cuts from the wine's region, which help highlight its refreshing character. The post-lecture quiz competition further energized the audience, showcasing the enthusiasm of faculty and students for French culture.

First-year French Division student Hsun-Ting Chuo, who attended the event without tasting the wine, shared that although he does not drink alcohol, the lecture helped him better understand Beaujolais culture. He expressed hope to one day visit the region and take part in its festivities, while also praising France's highly effective marketing of Beaujolais Nouveau. His classmate, Sophie Taryn Wilson, remarked that the “barrel-rolling” ritual mentioned during the lecture left a strong impression, describing the event as both engaging and rich in cultural appeal.





