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# Jean-Charles Boisset Keeps Busy

The Burgundy-born head of Boisset America talks about his latest and greatest endeavors.

BY STEVE HEIMOFF



Jean-Charles Boisset, the Burgundy-born head of **Boisset America**, has been busy expanding his footprint in California, but that's not all the wine bigwig has been up to. His company just opened **Taste of Terroir**, a visitor center on Healdsburg's Town Square, and is launching a biodynamic educational experience at Raymond Vineyards—their Napa Valley property. And when he's not building an empire, Boisset is becoming increasingly involved in anti-hunger charity work. We caught up him to get details on his latest endeavors:

**Wine Enthusiast:** Why do you call the new Healdsburg center "Taste of Terroir"?

Jean-Charles Boisset: Because it's the only cross-cultural tasting room in California. You can taste three dozen different **Pinot Noirs** and **Chardonnays** from two parts of the world, Burgundy and Sonoma County, through a diverse range of flights. Everything from **DeLoach** and our JCB line of Russian River **Pinot Noirs** and **Chardonnays** through **Grand Cru Burgundies**. (*Boisset Taste of Terroir: Sonoma Meets Burgundy, 320 Center Street, Healdsburg*)

**WE:** What is the biodynamic experience at Raymond like?

JCB: It's what I call the theatre of nature; an entire natural experience to engage people in the ecosystem and the world around them. They will get an experience of all the biodynamic trends: How the preparation works, the animals on the farm, how the moon interacts with the earth. We have a three-acre demonstration farm. This is the first visitor's center in Napa Valley to focus on biodynamic winemaking. (*Raymond Vineyards, 849 Zinfandel Lane, St. Helena, CA*)

**WE:** You've been stepping up your anti-hunger work through DeLoach. Tell us about it.

JCB: Yes. We've dedicated the profits of our **2009 Vinthropic Sonoma County Chardonnay** to the Fight Against Hunger campaign that our parent company, Boisset Family Estates, began last summer. All proceeds from the sale of the wine

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will be contributed to the Redwood Empire Food Bank. That's a big deal for me. It's very important when times are tough for everyone to give back. ([boissetfamilyestates.com/fightagainsthunger](http://boissetfamilyestates.com/fightagainsthunger))