

Monday 28 November 2011

the drinks business

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JCB HAILS BACCARAT GLASSWARE FOR WINE PAIRING

14th November, 2011 by db_staff

Sommeliers, forget pairing wine with food, writes *Marisa D'Vari* in New York.



The new trend, at least according to the Burgundian-born, California-based Jean-Charles Boisset of JCB Wines, is to pair wine with elegant Baccarat glassware.

JCB Wines has been selling almost exclusively to San Francisco restaurants until this month, when a series of wine and Baccarat showroom pairing events in New York, Texas, and Southern California announced its national availability.

On 9 November, JCB wines premiered in the New York Market at the Baccarat showroom on Madison Avenue, with each of the six JCB wines presented (including Chardonnay, Pinot Noir,

Cabernet Sauvignon, and two sparklers) appearing in a Baccarat glass shaped to bring out the best aroma of each wine.

Beyond the glassware pairing angle, the wines are distinguished by their unique numerical labels to commemorate special places or key moments in Boisset's life, such as the JCB No.21 which represents a department (zip code) in Burgundy, or the JCB No.7, which remembers the age he had his first sip of Burgundian grand cru. And don't even ask about the boyhood memories that inspired the JCB No.11.

Jean-Charles Boisset comes from a long line of Burgundian producers, with properties including Domaine de la Vougeraie, Bouchard Aîné and Jean-Claude Boisset (in Burgundy), J. Moreau (Chablis), and Louis Bouillot, one of Burgundy's first producers of sparkling wine as well as many others.

His parents developed a keen respect and love for America during the French resistance, and when Jean-Charles was a child, they proudly took him to visit California's Napa Valley.

Impressed by the culture of the area, Jean-Charles moved to Northern California as an adult to make wine.

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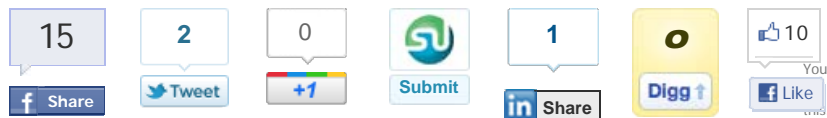
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His first vintage was 2006 and he gradually expanded production to its current 10,000 cases sold exclusively to restaurants.

The wines can be experienced by consumers in two tasting rooms and a very stylish, appointment-only lounge within the Napa Valley.



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