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Dog-friendly Frenchie Winery debuts tasting room, benefits pets

FRENCHIE WINERY | JULY 11, 2012 | BY: ROBERT HAYNES-PETERSON

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California boasts plenty of wine drinkers, and even more animal lovers. It's about time someone thought to bring the two camps together. In Venn diagram fashion, [Raymond Vineyards](#) owner Jean-Charles Boisset has opened [Frenchie Winery](#), a pet-themed series of wines and accompanying dog-friendly tasting room in the heart of Napa Valley. Boisset Family Estates purchased the 40-year-old [Raymond Vineyards](#) in 2009 and has been developing a high media profile for the winery since then.

Named in honor of the French bulldog Boisset gave his wife, the wine labels feature images of Frenchie posed as historical figures, including Louis XIV, Napoleon and Marie Antoinette. The images were inspired by the popular Old



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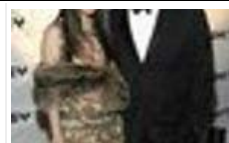
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There are currently two wines in the series, a 2009 Frenchie Napoleon Red Blend of Cabernet Sauvignon, Syrah, Sangiovese, Zinfandel, Merlot and Cabernet Franc (\$30) and a 2009 Frenchie Louis XIV Cabernet Sauvignon consisting of 61% Sonoma County and 39% Napa County grapes (\$30). A Frenchie Marie Antoinette white blend is scheduled to launch soon. The wines are intended to taste good and be taken seriously for their ready-to-drink-now nature, but still maintain an air of fun. The Napoleon, for example, "pairs well with a nice long belly rub and a nap," according to the company's website.

In addition to the wines, Frenchie Winery offers the first dog-friendly tasting room in Napa Valley (at Raymond Vineyards), with more paintings of Frenchie dressed as famous leaders of the past, a "Barkarrat" chandelier, and both a dog tasting bar (serving water) and a human tasting bar (serving wine). For humans who wish to visit the main Raymond Winery tasting room, a "doggy cam" will allow them to keep an eye on their furry friends hanging out over at Frenchie's.

Naturally, the entire venture is also being supported online and via special events. Dog-themed events, like the winery's first annual "Bark-B-Cue" which took place July 7 included food and wine stations for the humans and a mobile groomer for the dogs, with a portion of the admission fee benefiting the local branch of the Humane Society.

During 2012, \$1 of every Frenchie Winery wine purchased at the vineyards or online at [wine.com](#) will be donated to the American Society for the Prevention of Cruelty to Animals (ASPCA), with a minimum of \$5,000 being donated to the organization this year.

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