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Napa Valley's First Dog Tasting Room and a New Breed of Wines

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Frenchie Winery

Stay informed about the launch of these social media sites on FrenchieWinery.com. Questions for Frenchie? Contact him at Frenchie@FrenchieWinery.com.

RUTHERFORD — Frenchie Winery, named for and inspired by the beloved French bulldog of Raymond Vineyards proprietor Jean-Charles Boisset, has made its debut in Rutherford.

Located at Raymond Vineyards, Frenchie Winery is one of the few tasting rooms designed exclusively for dogs. In addition, the first two wines in a series bearing the Frenchie label are available for purchase at the winery, FrenchieWinery.com and

wine.com. Each wine label depicts Frenchie as a historical figure, including Louis XIV and Napoleon and, soon, Marie Antoinette.

"Frenchie was a gift to my beloved wife," Boisset said, "to ensure that she would always be in the company of a French gentleman. In fact, Frenchie is the perfect French gentleman: He's loyal, charming, always up for an adventure and he never talks back. His playful, debonair and aristocratic style is reflected in the winery and the wines."

According to Boisset, with more than 46 million dog owners in the U.S., Frenchie wanted to ensure that his fellow canines would be well taken care of when their people chose to visit Raymond Vineyards.

Inside, the winery includes five individual kennel spaces featuring specially designed wine barrel dog beds. Above the beds, in the "Gallery of Frenchie" hang canvas portraits depicting Frenchie as historical icons such as George Washington, Thomas Jefferson, Julius Caesar and Marie Antoinette.

Overhead, a "Barkarrat" chandelier lights up a dog friendly tasting bar dispensing water for its guests. An outdoor play area offers canines a view of Frenchie's bioDOGnamic vineyard, planted to Bordeaux varieties.

The new property also includes a small tasting bar for humans where they can sample Frenchie Wines. A doggie-cam will allow pet lovers to keep an eye on their furry friends while visiting the Raymond Winery main tasting room. Plans are underway for several dog-centric events including mobile pet grooming, adopt-a-pet day and more.

Just released are:

- 2009 Frenchie Napoleon Red Blend – Aromas and flavors of black and red fruit with hints of cassis and subtle oak are unleashed in each glass of this special blend of Cabernet Sauvignon, Syrah, Sangiovese, Zinfandel, Merlot and Cabernet Franc (\$30)

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- 2009 Frenchie Louis XIV Cabernet Sauvignon- A blend of 61 percent Sonoma County and 39 percent Napa County fruit, this wine has fetching aromas and flavors of blackberries and cocoa with hints of cassis and subtle notes of vanilla. (\$30)

Additional wines are planned for launch in the future including a white wine blend, Frenchie Marie Antoinette. For a limited time, a special two-bottle wine duo including three Frenchie-branded tennis balls is available for purchase on wine.com for \$49.99. All Frenchie wines are available at FrenchieWinery.com or at the Frenchie Winery at Raymond Vineyards.

"We are moving into the forefront of pet parenting in the digital age and connecting with our wine consumers via social and mobile marketing," said Boisset. "Frenchie will be unleashing the story and inspiration behind his wines through a series of short videos on FrenchieWinery.com. He will be revealing the life of a rock star dog winemaker and building a community of Frenchie fans on Facebook and Dogbook while seeking out other like-minded friends to share their photos, videos and more."

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