



JEAN-CLAUDE BOISSET

## Supreme recognition for the Maison Jean-Claude Boisset

### Grand Or medal at the World Pinot Noir Competition

Further honors for the *maison* Jean-Claude Boisset, which has added a new prestigious award to its long list of medals: the Grand Or awarded at the World Pinot Noir Competition in Switzerland in September, bestowed on one of its elite wines, the Beune Premier Cru Les Grèves 2009. Exceptional recognition indeed, since only four Grand Or medals were awarded among the 125 gold medal-winning wines of the 1,300 Pinot Noirs tasted from 21 countries.

The 2009 vintage in Burgundy was one of the greatest in recent years, combining both quality and quantity, which are often seen as incompatible in the same year. This wine is still available from the boutique at the Imaginarium priced at €22: [info@imagarium-bourgogne.com](mailto:info@imagarium-bourgogne.com)

### Ten years after its renaissance

#### The house of Jean-Claude Boisset named “Wine Merchant of the Year 2012”

The Review of French Wine each year presents 10 awards to professionals in the sector. This year, the Maison Jean-Claude Boisset obtained the award for Best Wine Merchant.

This recognition acknowledges the wine house’s **viniculture** approach that has been unwaveringly pursued for the past decade. An original initiative in Burgundy, it underlines the link between the **vinification** (winemaking) and **viticulture** (vine growing). This function reconciles two inseparable aspects of the winemaker’s craft: that of working the vine and the transformation accomplished in the winery and cellar. The key to its success is close monitoring of plots, small, hand-stitched *cuvées* of 300 to 1,500 bottles, and a purist approach to vinification and ageing.

The house’s contemporary style is reflected in clean packaging that echoes the intransigence in seeking out the expression of the wines in delicate fruit, with oaking simply to underline the character without masking it. This stays true to the winemaker’s credo: “I like to taste Pinot, not oak!” Seeking out little-known *appellations*, red wines from areas known for whites, whites from those reputed for their reds – this encapsulates the approach of a house that has emerged over the past 10 years as one the leading lights of the Burgundy wine trade.

### 10 years of excellence:

2001 – Renewal of JCB JCB Award – Ecole Boulle	2007 – Exclusive use of 450l barrels for whites
2002 – Les Ursulines winery	2008 – Bourgogne Les Ursulines
2003 – First screw-top bottles	2009 – Young Winemaker of the Year - Wine Innovation Awards
2004 – 3 gold medals and 2 trophies - IWC	2010 – Beune Premier Cru Les Vignes Franches
2005 – Young talent of the Year (Bourgogne Aujourd’hui)	2011 – Wine Merchant of the Year – Revue du Vin de France
2006 – Morey-St-Denis Monts Luisants white	

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