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FISHER INVESTMENTS*

Pure wine with enormous flavors

By w. Peter Hoynes



High-class vintage: The JCB line is a limited series of numbered wines expressing style and transcending fashion. | Supplied photo

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[Jean-Charles Boisset](#) is a dynamic rock star in the wine world whose charismatic personality and love of wine is infectious whether you're listening to him speak or obliging him in toasting one of his finely tuned sparkling wines. He is all about style and has a magnetic sense in attracting a crowd no matter what the venue. He was raised in one of the iconic regions of Burgundy, France where winemaking is second nature.

Early on in his life he spent time in the vineyards and intimately understood the profile of Pinot Noir and Chardonnay while learning the techniques used to fine-tune their personality. At the age of 11 he visited the California wine country and was enamored with wine and the American way of life, later returning to pursue his early education and an MBA at [UCLA](#).

Today, Jean-Charles is president of Boisset Family Estates, the third largest wine company in France and the largest producer of Pinot Noir in Burgundy. His family's holdings in France include Burgundy and regions throughout the South of France in addition to California's Russian River Valley, Napa Valley, Sonoma Coast, Monterey and Canada.

He pioneered his family's expansion into New World Pinot Noir while adding 11 wineries and labels to the portfolio. Included in this line-up are [Raymond Vineyards](#), [Deloach Vineyards](#), [JCB](#), [Buena Vista Winery](#), [Lyeth Estate](#) and [Lockwood Vineyard](#). He believes in being "true to mother nature and the ecosystems" and is committed to organic and biodynamic principles to enhance quality. His philosophy in California is to "make pure wine with enormous flavors" but he "loves wine of elegant pedigree."

The JCB line is a limited series of numbered wines expressing "style and transcending fashion." Boisset describes it as a "marriage of two cultures" and the "blending of the aromatic expression of California and the earth of Burgundy."

The N° 21 Brut originates from three vineyards in Burgundy and is a polished sparkling wine with fine bubbles and elegance. There are aromas of brioche that lead to flavors of delicate spiced

pears and roasted nuts.

The 2011 N° 7 Pinot Noir is 100 percent Pinot Noir from Sonoma Coast that has a floral expression of fresh red berries. This New World style Pinot has supple amounts of sweet cherries and red plums, which can satisfy your need for elegance and texture.

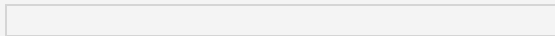
In 2010 Jean-Charles introduced a profound N° 3 Pinot Noir with fruit sourced from vineyards in California and France. A fragrance of rose petals and cinnamon lead you to an expansive mid-palate of refined fruit integrated with underbrush. This is a wine of harmony incorporating the soils, clone and the flavor profile of two countries.

There may not be enough ink to elaborate on the accomplishments of Jean-Charles Boisset, but it is certain that he has a zeal for life and a desire to make inspiring wines. "Oceans separate us but wine brings us together," he remarked.

Suggested Retail: N° 21 Brut, \$24.99; N° 7 Pinot Noir, \$49.99

W. Peter Hoyne has been a wine journalist for over 20 years, covering stories of national and international significance. While his professional relationships in the wine industry have allowed him to share a unique perspective of wine, he is also intrigued by the culinary aspect and harmony that exist between wine and food. As a wine advocate, he is committed to consumer education and is focused on upcoming trends and American wine-buying habits.

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