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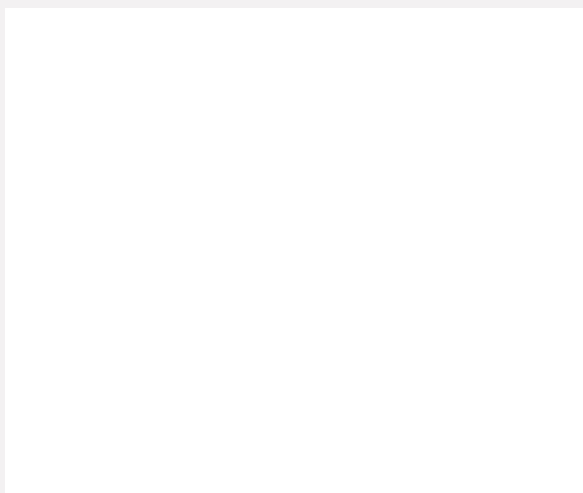


## JCB COLLECTION WINES

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Imagine a man larger than life, whose *raison d'être* is to share his passion – for wine, for beauty, for people and for experiencing every moment. That is the spirit of Jean-Charles Boisset, the Burgundy-born wine impresario and founder of the **JCB Collection of wines**. The JCB Collection challenges how you think about wine, abandoning traditional tasting notes in favor of personality - *audacious, passionate, tumultuous, opulent, mysterious* - and isn't that really how wine speaks to us? Each wine in the collection is a limited edition, and is "named" with a number. These numbers signify a wine style that is achieved vintage to vintage, while also symbolizing important ideas and moments in life. From the *flamboyant, vibrant, sensual* No 69 Crémant de Bourgogne - a sparkling wine that is not a dainty pink thing, but a flamboyant, profound mouthful

of serious bubbles, to the *debonair, charismatic* and *seductive* No 7 Pinot Noir - which has an easy, sophisticated charm. Chances are, you'll quickly identify with certain bottles in the stylish collection, and if not, you'll spend your life trying to.



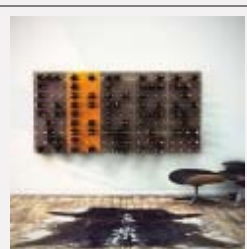
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Wine

Burgundy, california, JCB, Jean-Charles Boisset, Pinot Noir

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