

FROM
NAPA
with
LOVE

WHO TO KNOW, WHERE TO GO
& WHAT NOT TO MISS


ALEXIS SWANSON TRAINA

Introducing
JEAN-CHARLES BOISSET
THE KING OF GUILTY PLEASURES



JEAN-CHARLES BOISSET

the BON VIVANT

 Oozing with provocative and outlandish flair, Jean-Charles Boisset is a world-class bon vivant, alive and thriving in the Napa Valley, bursting with ideas and creation. JCB, as he's known to his friends, is a successful vintner who has incorporated his unique joie de vivre throughout his various wineries in California, culminating with his latest endeavor: the JCB Tasting Salon and Atelier Fine Foods in Yountville. Jean-Charles now lives in Bob and Margrit Mondavi's iconic home, Wappo Hill, with his wife, Gina Gallo, and their two daughters.

Jean-Charles is a shamelessly unapologetic one-of-a-kind living in a world of familiar richness and texture. He is an unusual mixture of intense creativity and business moxie—typically leaving others in a mesmerized spell, wanting more: more satin robes, more French accent, more red walls, more brooches, more fancy cheese and JCB wine, more Baccarat, more naughty accoutrements, more colored socks, more candles, and more leopard.



POCKET SQUARE



JCB COLLECTION CUFF LINKS

JEAN-CHARLES'S
Daily Uniform



TOM FORD JACKET



RED SOCKS & LOUBOUTIN SHOES

Q&A with Jean-Charles

WHAT ARE YOUR FIVE SIGNATURE WARDROBE STAPLES?

1. I am forever adorned with my JCB Collection jewelry. creations of brooches and unique cuff links.
2. I am known for my many pairs of Louboutin shoes.
3. I always have two very unique jackets.
4. At home I enjoy three velvet robes with silk boxer shorts.
5. You will never see me without a pair of JCB red socks peeking from my pant leg.

YOUR FAVORITE RESTAURANT?

Our first love is always to entertain at home on Wappo Hill, but I also adore the food and atmosphere of Morimoto in Napa.

YOUR FAVORITE COFFEE SHOP?

Kelly's Filling Station in Yountville has the best lattés in wine country in the most unique gas station in all of California, and it is a wonderful Yountville community gathering spot.

YOUR FAVORITE COCKTAIL DESTINATION?

At Morimoto in Napa, where Eduardo and his team create impeccable cocktails with a great breadth of fresh ingredients and unique flavors, and of course, their amazing sake selection.

Why Napa?




Love came at first sight of California and this incredible sense of place when I visited with my parents and grandparents when I was eleven years old. I discovered the land of possibilities, dynamism, and limitlessness. This was a powerful moment of creation with all these forces coming together—Spanish, Russian, American—going beyond everything that was possible then. Coup de foudre! Love at first sight! I was magnetized by California and fell in love with the incredible history of Napa, the heritage, the authenticity, and the freedom. I recall the moment I declared to my sister, “Wouldn’t it be fun one day to make wine in California?” That dream was realized in 2003 with DeLoach Vineyards in the Russian River Valley, in 2009 with Raymond in the Napa Valley, and in 2011 when we finally brought Buena Vista Winery, California’s first and most historic estate, into our family collection of wineries!

Jean-Charles's GOOD-TIMES CAR

**SILVER 1979
ROLLS ROYCE
SHADOW II**



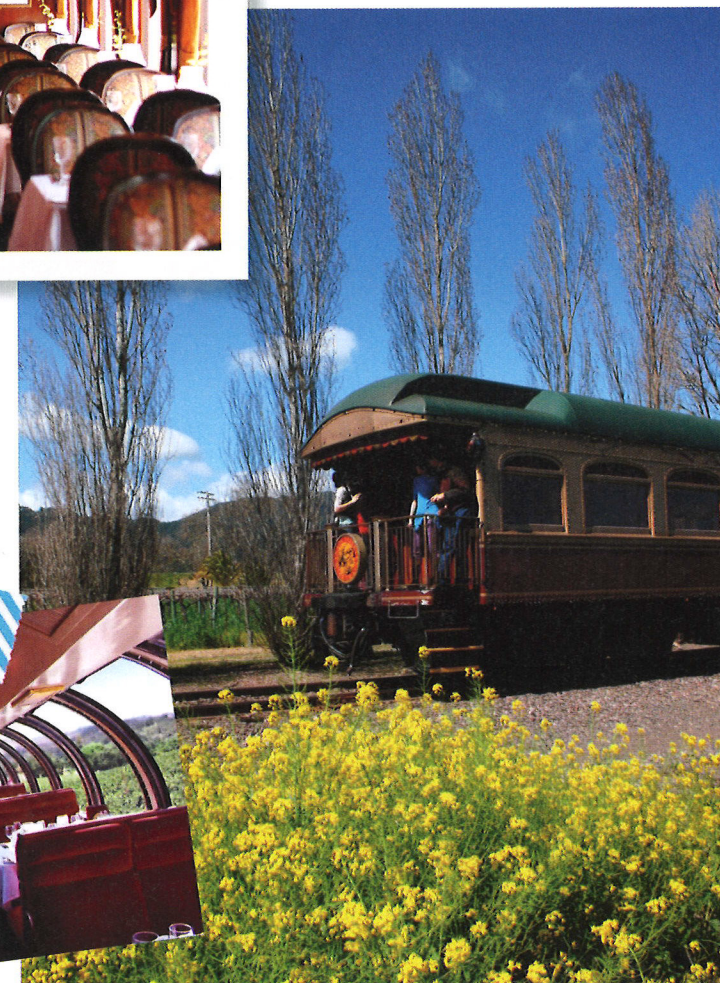
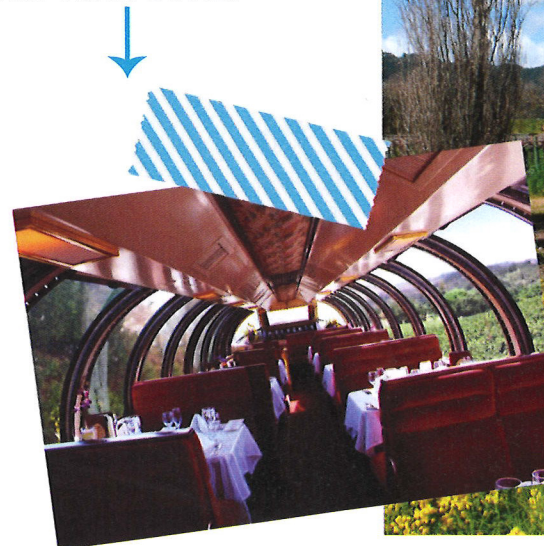


 The Wine Train, with its fleet of beautifully restored Pullman dining cars, harkens back to the romantic era of rail travel and is all about a memorable experience. The Wine Train is touristy, but it is a must-do and one of the best ways to see the spectacular landscape of the Napa Valley while tasting local-favorite wines and enjoying course after course of yumminess. The three-hour train ride starts in the heart of the town of Napa and travels up valley, turning around north of Calistoga. Not to be missed are the daily winery tours, dining journeys, sunset rides, and the holiday Santa Train.



← DINING CAR

Tip!
GET THE BEST
VIEW FROM
THE VISTA DOME!



One of the most charming ways to see the wine country is by train—and I adore the Napa Valley Wine Train for bringing that sense of Old World charm to traveling through the vineyards. The views are extraordinary and there is a great joy in traveling by train! At night, I'm inspired by the Napa Valley Performing Arts Center at the Lincoln Theater in Yountville. It brings fantastic art, performance, and culture into the heart of wine country, uniting the vital energy and artistry of performance and winemaking. I'd spend the evening with a world-class performance.

FOR THE LOVE OF RED



Red Room, Raymond Vineyards.

↑
**THE IMPORTANCE
OF THE COLOR RED?**

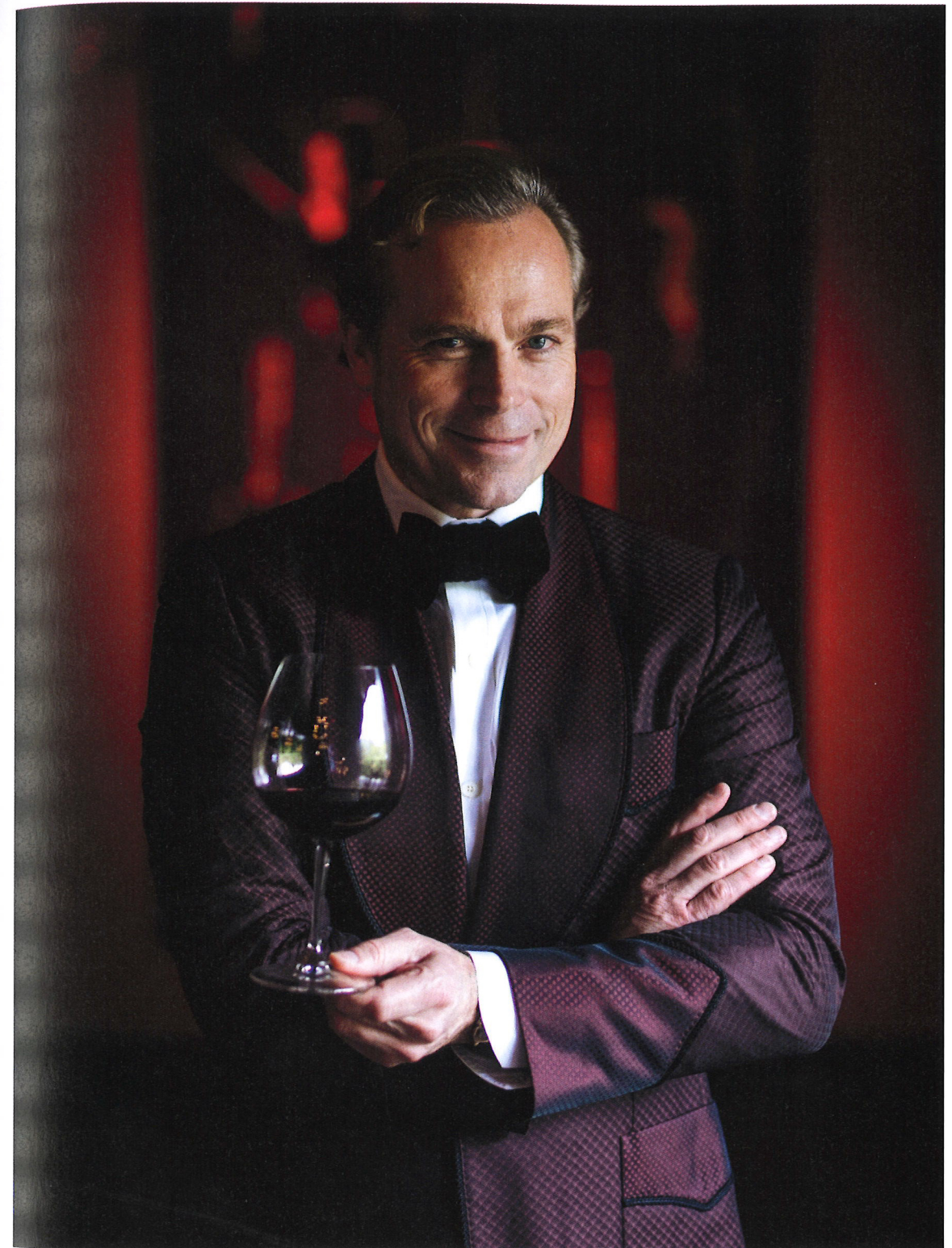
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IT'S EVERYWHERE

Red happens to be my favorite color, as well as the color of wine. It's the color of depth, richness, fire, earth, dreams, and discoveries. We also incorporate the different textures of red—including red leather, red silk, red velvet, red corduroy, and even red shiny paint—into all our vineyards and tasting rooms to show the multiple facets of red wine.

The Red Room at Raymond is one of the most alluring rooms in all of Napa Valley because it was created from a blank canvas to be a tasting experience that integrates all the senses of red wines: from the rich red-velvet fabric and leopard carpets to lighting decorated with Baccarat crystal chandeliers and candlelight. It has been realized for the ultimate wine-tasting experience—animal feel, silk, velvet, softness, richness, power, intensity, energy, elegance, and vibration.

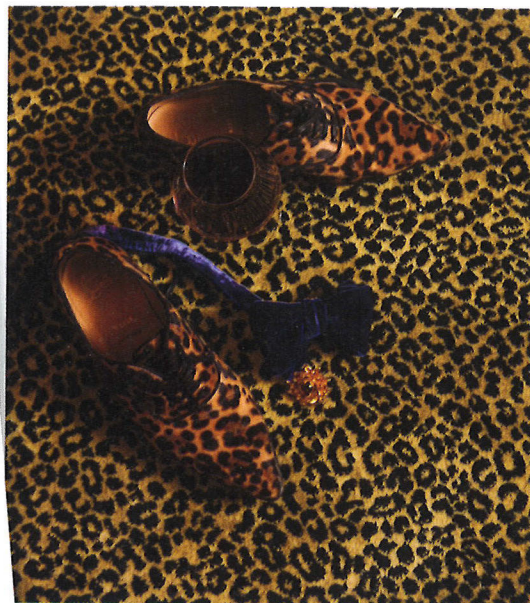


↑
**BONDAGE
ACCOUTREMENTS,
JCB TASTING SALON**



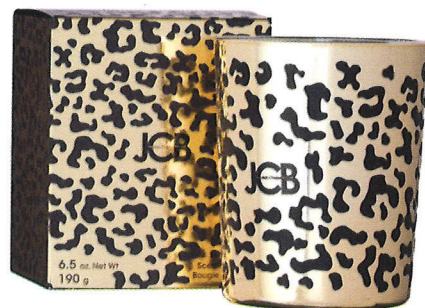
... AND LEOPARD?

Because of their incredible agility, flexibility, precision, speed, elegance, refinement, and wildness. They represent a high sense of perception, intuition, and sense of nature. I love the leopard for its style, elegance, pattern, and its beauty.



JCB Tasting Salon, Yountville

← ALSO EVERYWHERE →



HOW DO YOU ENCOURAGE PEOPLE TO EXPERIENCE WINE?

Spontaneity is our guiding principle. It is encouraged by our audacity and curiosity. Our philosophy is to put our guests at the epicenter of the experience, experimenting with only inspirational guidelines. We are not here to tell them what they are supposed to feel. We want people to dream, engage, and discover while adventuring into the world of wine.

We believe people want an experience when they come to visit our wineries; an emotional moment that makes them connect to the wine world in such a way that they feel it as part of themselves. We want to create environments that share our deep connection to wine as inseparable from life itself, and to hopefully inspire people's passion for wine.

JEAN-CHARLES BOISSET

the BON VIVANT

Favorite
SECRET PAIRING:
the JCB BUBBLE BATH



+



x24

I created the perfect recipe for a bubble bath that was dedicated to my wife, Gina: two cases of JCB No. 69 Crémant de Bourgogne rosé and the equivalent quantity of warm water. Gina and I had so much fun, so I thought we should do more bubble baths and share the best recipe in the world! It's exciting, original, and beyond it all, great for your skin.

"The best way to
VISIT NAPA

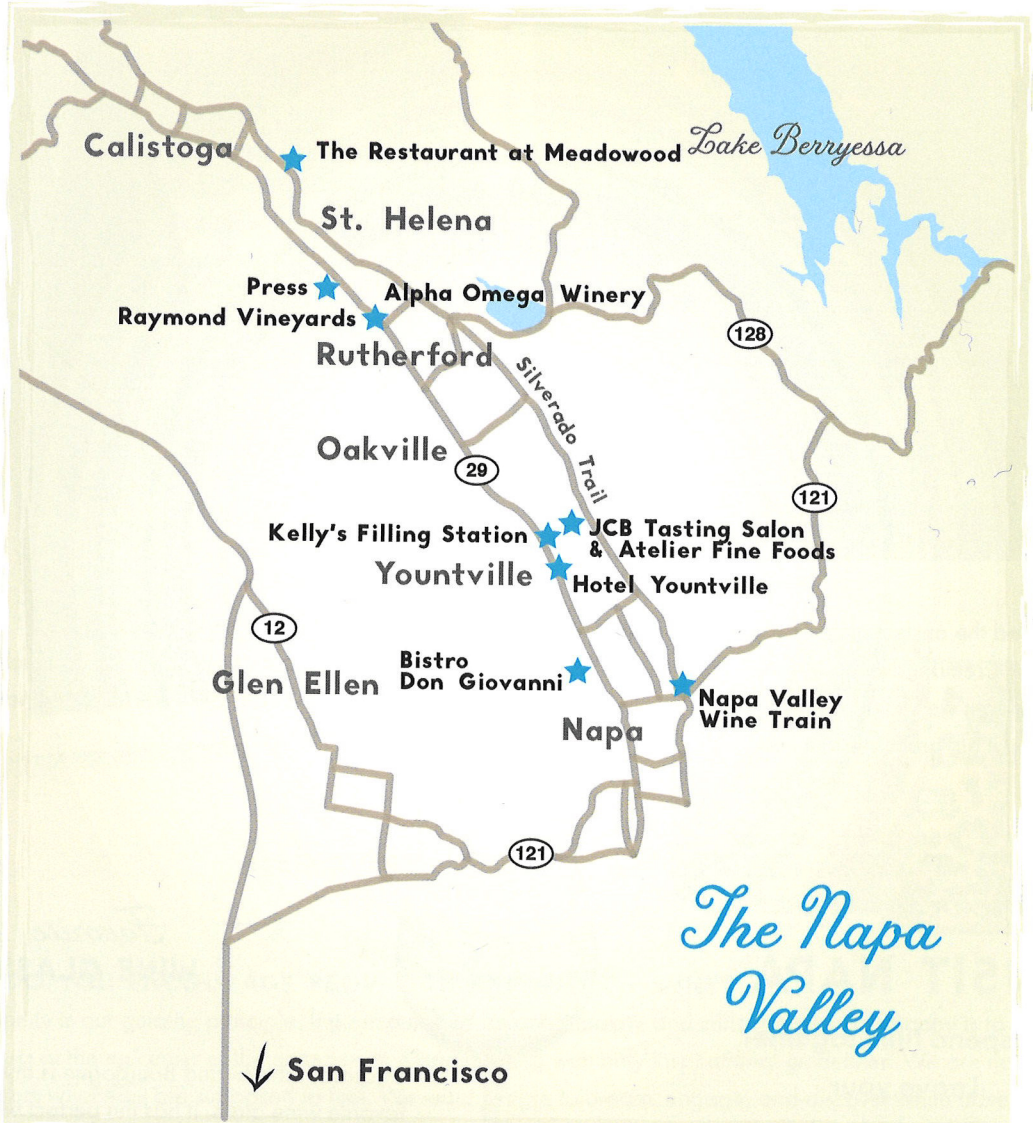
is to spend time together.

**Leave your
phone behind
and experience—
to the fullest."**



← *Favorite*
WINE GLASS

Baccarat's the Grand Bourgogne is my favorite wine glass. It has the perfect weight distribution, fabulous diameter, beautiful opening for the nose and the mouth. It's engaging and has personality!



Calistoga

The Restaurant at Meadowood

Lake Berryessa

St. Helena

Press

Raymond Vineyards

Alpha Omega Winery

Rutherford

128

Silverado Trail

Oakville

29

121

Kelly's Filling Station

JCB Tasting Salon & Atelier Fine Foods

Yountville

Hotel Yountville

12

Glen Ellen

Bistro Don Giovanni

Napa

Napa Valley Wine Train

121

The Napa Valley

San Francisco