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## Boisset Family Estates Launches Boisset Wine Living Division

Plus other news and notes from the world of wine, beer and spirits.

BY CATHERINE ROBERTSON

8

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California-based Boisset Family Estates announced a new direct-to-consumer marketing division, Boisset Wine Living, aimed at combining fine wine and home entertaining. Consisting of more than 500 wine ambassadors around the country, the Wine Living program offers educational, in-

home tastings for small groups, featuring rare wines exclusively from Boisset Family Estates. The ambassadors will curate tasting experiences that include selections from California wineries, with additional optional French wines every few months.

Alberto Festa, president of Bulgari Corporation of America, hosted a wine reception in New York City last week to celebrate modern Tuscan wine pioneer, Piero Antinori, for the publication of his memoir, *The Hills of Chianti: The Story of A Tuscan Winemaking Family in Seven Bottles*. Published by Rizzoli, the memoir recounts Antinori's transformation of the six-century-old winemaking house into the emblem of modern Tuscan wine.

At the second annual World Blind Tasting Championship held at Maison Bollinger in Champagne, France beat out last year's champion, Belgium. Four-person teams were given 12 wines and asked to identify the grape variety, country of production, appellation, producer and vintage. The French team, consisting of four Toulouse natives, placed first, followed by teams from Belgium and Spain in second and third place, respectively.

SP Lager, a subsidiary of Heineken, has released the limited-edition "Mozzie Box," a beer carton with mosquito-repellent integrated into the packaging. The Papua New Guinea-based beer company's customers typically enjoy beer around campfires, which draw unwanted mosquitos. In a country that sees over one million cases of malaria each year, SP Lager and Australian advertising agency GPY & R teamed up to create the eucalyptus-infused boxes that repel mosquitoes when burned.

Diageo's new Haig Club Whiskey is getting A-List celebrity endorsements from British soccer star David Beckham and director Guy Ritchie. The ad campaign for the whiskey aims to "toast" the introduction of single grain Scotch whisky and features the two celebrities toasting friends in the highlands of Scotland. Launched in early 2014, the brand's modern packaging is inspired by fragrance bottles and targets a fashionable demographic.

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