

Haute Couture French Bubbles Unite Fine Wine and High Fashion

ST. HELENA, CA (March 23, 2017) – Haute Couture French Bubbles, the newest sparkling wine from the Boisset Collection unites the two quintessentially French worlds of fine wine and high fashion. Haute Couture is the ultimate expression of style, with grapes sourced from the finest terroirs throughout France. It is a sophisticated expression of time-honored French sparkling winemaking expertise in a bottle with a refreshingly modern, textured design that evokes the iconic world of the most unique fashion houses.



"Our newest wine embodies how style influences our winemaking vision," said Jean-Charles Boisset, proprietor of Boisset Collection. "Haute Couture is a composition of the best of France has to offer, tailor made into a beautiful elixir with a taste that is voluptuous, decadent and provocative!"

The sparkler comes in both Blanc and Rosé versions and in standard 750 ml-sized bottles as well as in 187 ml bottles — a petite Haute Couture moment ideal for inviting celebration and ensuring indulgence on any occasion.

Uniting the worlds of wine, fashion and style has long been a passion of Boisset: "The same level of artistry, passion and attention to detail that comes together in creating a one-of-a-kind pieces of clothing goes into crafting a bottle of Haute Couture."

Haute Couture also resonates with the vibrant sparkling wine trend in the U.S. As bubbles enliven all occasions and invite a sense of celebration into any day of the week, sparkling wine has been the most dynamic category in the American wine market for the past eight years, with sales up 9% by volume for the year ending Nov. 6, 2016 according to Nielsen data, while Vinexpo and IWSR predicts global consumption of sparkling wines is expected to increase in volume by 7.4% from 2015 to 2019.

French terroir is our atelier — the workshop — for Haute Couture, and the Boisset sparkling team led by Jean-Charles Boisset has crafted the perfect blend of grapes from a base of Pinot Noir and Chardonnay. The dosage level rounds out the mouthfeel and provides delicate sweetness and a richness that makes Haute Couture stand out.

Suggested retail price for both styles is \$29.99 for the 750 ml bottle and \$24.99 for a two-pack of the 187 ml bottles. The wines will be available nationwide.

*Whether you wear an avant-garde dress or a bespoke suit,
assert your style with Haute Couture.
Forever Sparkling. Forever in Fashion. Forever French.*

To learn more, please visit www.hautecouturebubbles.com.