

## Jean-Charles Boisset: 'Europe Has Become a Fossil, the World of Wine Must Wake Up!'

June 18, 2025 | By Jean-Baptiste Thial de Bordenave



### A Baroque Vision of Wine

Jean-Charles Boisset, the flamboyant and iconoclastic leader of the Jean-Claude Boisset group, heads about thirty properties across France and the United States with his sister Nathalie. His approach to wine is baroque, glamorous, and far from conventional. With his scented salons, mirror-covered walls, and provocative statements (his Instagram has 247,200 followers), he brings a touch of theatricality to the world of wine.

### Origins in Burgundy

Jean-Charles recalls:

“I was lucky to be born in 1969 in Burgundy, in the village of Vougeot, surrounded by vineyards. I grew up at the foot of the Clos de Vougeot, alongside my parents and grandparents.”

## Wine as Emotion, Not Technical Sheet

He emphasizes that wine should be about *joy, emotion, memory, and sensuality*—not just technical descriptions.

“I want people to feel something. Wine is a dream in a bottle!”

## On American Influence and Style

**La RVF:** "Instead of copying the French or Italian styles like other Californian producers, you've embraced American culture in a flashy way. Is this a marketing strategy?"

**Boisset:** “It's not a strategy—it's authenticity. I live in the United States, I am influenced by the culture. I love theatricality, the exuberance of American glamour. I'm not afraid to be flashy because I believe wine must surprise and seduce. Wine isn't just for connoisseurs.”

## Crisis in the Wine Industry

**La RVF:** "We're in a difficult time for wine, especially in both Europe and the US. What's your analysis of the crisis?"

**Boisset:** “Yes, it's a difficult time. But it's our fault—it's us who make it difficult! Wine is seen as snobbish, arrogant, and complex. We speak in a closed circle, with a jargon that no one understands—acidity levels, pH, fermentation clones, rootstocks... Who really cares about all that? We've become obsessed with standards and lost the soul of wine.”

He continues:

“Europeans are particularly to blame. We cling to tradition and regulation while the world evolves. In a speech in Munich, the U.S. Vice President said something powerful: 'The Europeans built the world, but they forgot to build the future.' That hit me. Europe is asleep. It's time to wake up, and the wine world must too.”

## Family Legacy

The final page includes a *photo of Jean-Charles in Burgundy with his parents, Claudine and Jean-Claude Boisset*—the strategist who expanded the family business across Burgundy, the Jura, the Rhône Valley, and Provence.

