



JCB ST. HELENA

AN ODYSSEY OF THE SENSES

BY LAYNE RANDOLPH | PHOTOS COURTESY OF BOISSET COLLECTION

Jean-Charles Boisset has done it again. To his long list of luxury wineries and eateries, restored and preserved historical locations, and general extravagance, he has added JCB St. Helena and its Odyssey of the Senses.

The Boisset Collection is known for its remarkable array of tasting environments, such as the offerings at JCB Yountville, however, the new addition, JCB St. Helena, is a tribute to Boisset's vision of creating unique experiences. Located at 1320 Main Street among the elegant village shops, guests are swept away into another world as soon as they walk through the door. The first thing apparent is that the glamorous JCB St. Helena is not your average tasting room; glorious chandeliers and red velvet banquettes punctuate the room, surrounded

by clusters of artworks. It might take a moment to adjust to the sensory overload—perhaps a glass of bubbles will help.

Every aspect of the design at JCB St. Helena has been meticulously crafted under the personal supervision of Boisset and in collaboration with Ziad Ghobril, formerly of Jacques Garcia's studio. The space is adorned with Baccarat chandeliers, original art, and repurposed classical art from leading museums. The decor and furniture draw inspiration from Napoleon, the Louvre, and Italian artists, seamlessly blending luxury with an appreciation for the aesthetics of the 18th and 19th centuries. Each element, painstakingly chosen, contributes to the sensory experience, ensuring that every guest feels the overwhelming luxury and attention to detail that have become

signature traits of both Boisset and the Boisset Collection.

The Boisset Collection is not just a collection of prestigious wineries in France and California; it's a family legacy. Bound together by a shared commitment to authentic, terroir-driven wines, each winery is a testament to its history, future, and the land and people that make it possible. With over twenty-five historical and esteemed wineries in the world's most renowned terroirs, the collection includes a comprehensive portfolio of Burgundy wines from his family of wineries: Domaine de la Vougeraie, Jean-Claude Boisset, J. Moreau & Fils and Bouchard Aine & Fils in addition to wineries in Beaujolais and the Rhône Valley. Boisset's namesake portfolio, JCB, comprises Napa Valley, Champagne, Burgundy, Russian River Valley, and Sonoma Coast.

"At JCB St. Helena, our curated menu of wines by the glass, flight, or bottle enchants every palate. Guests indulge in the vibrational wines of Napa Valley alongside the distinguished wines of my home terroir of Burgundy, creating an unparalleled experience in the heart of St. Helena. It's pure Parisian decadence on Main Street!"

Because the Boisset Collection has such an impressive lineup of wines in its Franco-American portfolio, JCB St. Helena is quickly becoming the premier Napa Valley insider destination. It is singular in its ability to offer a wide variety of wines from Burgundy, Champagne, and Napa under one roof and within one collection. Each house has its unique story, identity, and style. The Boisset Collection keeps raising the bar for extravagant guest experiences.

It is uncommon to find this range of winetasting options at one location in Napa Valley. For example, guests can compare the exquisite wines of California with those of Burgundy, and this unique juxtaposition allows visitors to appreciate the diverse terroirs and winemaking styles, making each visit a journey of discovery. The decadent food pairings, including JCB caviar, cheeses, charcuterie, and more, perfectly complement the diverse portfolio of wines offered at JCB St. Helena, promising a culinary experience like no other.

To fully experience the JCB lifestyle, JCB St. Helena showcases Boisset's personal collection of homeware, fragrances, and captivating jewelry pieces. It is not just a tasting room and fine dining establishment but also an art salon highlighting Parisian decadence in the heart of Napa Valley.

To describe it in one word would be to say that JCB St. Helena is an *experience*. Created and curated by Jean-Charles Boisset, JCB embraces and represents a new height of luxury, uniting the worlds of wine and fashion with opulent tasting locations and experiences that celebrate time, transcend terroir, and embrace style reaching well beyond the traditional confines of wine to reflect the personality and savoir-faire of its namesake. Alongside an exceptional team of winemakers, Jean-Charles stylizes each wine in his eponymous portfolio to create the most unique collection of wines from two continents.

A highly anticipated addition to JCB St. Helena, the "Chef Tuesdays" program invites a new guest chef every



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month to create a bespoke menu that highlights the chefs' unique palate and pairs with a selection of wines from the JCB Collection, as well as wines from their Burgundy portfolio. Boisset explained, "The table is a theatrical stage: it illuminates all elements of our world - the colors, textures, flavors, and senses - where they interact and tell a passionate story. With our 'Chef Tuesdays,' we invite a visiting chef each month to create a custom-tasting menu dedicated to the extreme pleasures of taste and the joys of life - it's a seductive journey that transcends all rationality and becomes a joyous fête!"

The series began in March with Chef Bruce Marder, renowned for his culinary mastery at Capo in Santa Monica and the newly established C29 next door to JCB St. Helena. Upcoming guest chefs include Elliot Bell, Chef and Owner of Charlie's in downtown St. Helena, and Richard Farnabe, who has worked in New York City's most notable kitchens, including Soho Grand Hotel, The Tribeca Grand Hotel, Petrossian Restaurant, Jean Georges, and Mercer Kitchen. Other chefs on the Chef Tuesday's roster include Roland Passot, part owner of Vine Dining Hospitality, which includes Left Bank (Larkspur, Menlo Park, Santana Row, Jack London



Square), LB Steak (Santana Row, Bishop Ranch), Meso (Santana Row), and Petite LB (Tiburon), and Chef Ken Frank of La Toque in Napa's Oxbow District at the Westin Verasa hotel.

Experience JCB St. Helena during its hours of operation, which can be found at www.JCBCollection.com. Reservations are recommended but not required. Tickets to the Chef Tuesdays series are available at www.exploretock.com/jcbsthelena.

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