

FALL FASHION San Francisco

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MODERN LUXURY

HOW DO YOU SEE THE FUTURE OF CALIFORNIA WINEMAKING BASED ON WHERE YOU'VE COME FROM?



WINERY

JCB Winery, DeLoach Vineyards

WINE STYLIST NAME

Jean-Charles Boisset, Proprietor Boisset Collection and Wine Stylist for JCB by Jean-Charles Boisset

EDUCATION, AFFILIATIONS, AND ACCOLADES

In 2011, Buena Vista Winery, California's first premium winery, became a part of the Boisset Collection. John F. Kennedy University in Concord, California, named proprietor Jean-Charles Boisset and his wife, Gina Gallo-Boisset, their 2014 Entrepreneurs of the Year.

APPROACH TO WINE STYLING

The JCB Collection brings together the old world and the new, celebrating our French heritage while embracing our passion for California.

Each limited-edition wine in the collection is "named" with a number. These numbers signify a wine style that we strive to achieve vintage to vintage, while also symbolizing important moments in my life in wine.

WHY DID YOU DECIDE TO BECOME A WINE STYLIST?

I adore creating experiences and always want to push it much more. But I don't just make wine. What I want to do and create is much more: I'm creating dreams.

CONTACT

JCB Tasting Lounge at
The Ritz-Carlton, San Francisco
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jcbcollection.com

I was very lucky to be born in the world of wine in Vougeot, France. I had not only the temptation of drinking wine, but also the task of making wine, because the living room of my parents' house was actually the winery, and my playground was the vineyard. My parents, Jean-Claude and Claudine Boisset, started the winery in 1961, and then in 1964 they bought their first vineyard plot. My sister and I had the pleasure of growing up in the wine world in a very unique way, and today we own over 2,000 acres of some of the finest vineyards in the world. Naturally, a big piece of that is in Napa Valley and Sonoma.

I've been engaging in the world of America since birth. My grandparents were members of the French Resistance during the war, and very thankful for the Americans. My family raised me to respect the American way of life and the American dream. When I first came here, I fell in love with the people, the landscape, the wine, and the possibilities. I said to myself, "This is the place to be." Burgundy has been making wine for thousands of years, and so has the south of France. I felt a calling to come here and build a certain vision of what I thought would be the ultimate, phenomenal fine wine from Sonoma and Napa, and this is what we are doing.



We decided to buy a lot of land because we thought it was an essential part of controlling the grapes and making fantastic wine. We are growers and we farm as well, but most important, most of our vineyards are certified organic and biodynamic. With organic farming, we eliminate the use of synthetic herbicides and pesticides. With biodynamic farming, we use the solar and lunar rhythms of the earth to help determine activities in the vineyard and winery. This process is extremely powerful, and it's why vegetables taste great and why our wines are better than average. We take that additional step where we take into account the rhythm of Mother Nature. We listen to her and do what she tells us to do. This is so critical in life: We can impose our rhythms, or we can work with the rhythms of nature and follow those rhythms to create and produce wines of paramount quality. It's a big commitment, but we believe in this lifestyle—and we believe in this philosophy as part of our future. We are here to lead the way for the next 1,000 years, no matter what it costs. We are building the future.

I feel like we're just getting started. We plan to buy more wineries and continue to build another dimension to the quality of the wine experience in Napa and Sonoma. We started from scratch 16 years ago and, thanks to our amazing team of people, we've built what we have today. Yes, we get rankings from the press, but I get goose bumps when I see our people really having fun at what they're doing, whether it's the gardener or the guy putting jewelry on the bottles or the people in the tasting room. Ultimately, success is energizing people and making them happy. This is really who we are and where we want to be.

JCB
Jean-Charles Boisset

