

MAY
2018

CELLIER

NEW
ARRIVALS

30 NEW WINES IN STORE
APRIL 30 AND MAY 14

CALIFORNIA
IN THE AGE OF SOCIAL MEDIA

GREEK VARIETALS
STUNNING TREASURES



SAQ | SÉLECTION



GET GRILLING

This month, we're firing up the barbecue. On the menu: grilled flank steak, blackcurrant reduction, blue potato chips and spinach salad with roasted pine nuts. Each dish wonderfully complements this Boisset Cabernet Sauvignon **Raymond**. California's "king" varietal truly reflects the region's style: It's a structured and tasty wine with plenty of fruit that responds well to a bountiful meal. And the sun-kissed vintage will have you longing to get grilling outdoors. Red meat like flank steak pairs well with the wine's strong tannins, and once grilled, the steak's smoky flavours play off the subtle woody ones of the Cabernet Sauvignon. The aroma of dark berries in the wine is boosted by the blackcurrant reduction, and the woody-fruit balance is underscored by the fresh spinach salad.

— Kler-Yann Bouteiller, sommelier

The grilled and smoky flavours of barbecued fare call for robust, fruity reds. As luck would have it, California is awash in them. Its Cabernet Sauvignons fit the bill perfectly, although you can also find satisfying pairings by trying the perhaps less familiar Petite Sirah, Grenache, Mourvedre and Syrah varietals.

RECIPE: MAUDE CHAUVIN, PHOTOGRAPHER; FOOD STYLIST: BLAKE MACKAY, ACCESSORIES STYLIST: CECILE VINEZ

BEHIND THE WINE { JEAN-CHARLES BOISSET | NORTH COAST }



The Boisset group's marketing approach uniquely combines the whimsical and extravagant image of its president Jean-Charles Boisset with a deep love of terroir in all its diversity.

AT A GLANCE

- The small wine-trading business founded in 1961 by then 18-year-old Jean-Claude Boisset is today one of the Top 20 family-owned wine producers in the world.
- Now run by the founder's son, Jean-Charles, the Boisset group owns more than 20 estates in France and California.
- Boisset also has a Quebec connection: It owns 50 percent of the cider house La Face Cachée de la Pomme in Hemmingford. "I fell head over heels for it the first time I tasted their ice cider," says Jean-Charles Boisset, who wants to heavily push its distribution in France.



APRIL 30

● **Conquering America** Early on, Boisset purchased a small plot in Gevrey-Chambertin. Today the company has vineyards all over Burgundy, with wineries like Mommessin, Bouchard Aîné & Fils, J. Moreau & Fils and the excellent Domaine de la Vougeraie. There is also Skalli in Languedoc as well as Raymond, DeLoach, Buena Vista and others in California.

● **Energy and Glamour** Boisset is a dynamic company, with a distinctive, glamorous image. Under Jean-Charles Boisset – who happens to be married to Gina Gallo, another heir to a family wine empire – the estates have adopted an innovative marketing approach featuring the glitzy public personality of "JCB."

● **Vines and Wines** Boisset strongly supports organic farming, attention to terroir and sustainable practices at its wineries. At Raymond Vineyards in Napa, for example, biodynamic methods were initiated immediately after acquisition. The group's Burgundy headquarters, simply called Maison Jean-Claude Boisset, is emblematic of this approach: Since 2002, under the direction of the exuberant and demanding winemaker Gregory Patriat, it has been producing "haute couture" wines, brilliantly highlighting the particularities of each cru and each parcel in dozens of cuvées.



UNITED STATES 2022

RAYMOND FAMILY CLASSIC, CABERNET SAUVIGNON 2013, NORTH COAST

\$22.25 (250247), 750 ML, 14% ABV

NUMBER OF CASES: 250

Since 2009, the Boisset family has been breathing new life and energy into this well-established estate, which was named Winery of the Year by *Wine Enthusiast* magazine in 2012.

GRAPE: CABERNET SAUVIGNON

AROMAS
CHERRY, BLACKCURRANT,
DARK CHOCOLATE, VANILLA

ACIDITY - MODERATE

SUGAR LEVEL - DRY

BODY - FULL

PALATE - STRUCTURED

WOOD - EVIDENT