

The Boisset Insider



Alchemy of the Senses Tour Brings the World of Boisset to Cities Across U.S

Jean-Charles Boisset has embarked on the national Alchemy of the Senses tour, a tour crafted to bring the world of Boisset to friends both new and old. In key regions across the U.S., the Alchemy of the Senses tour welcomes strategic partners, press, influencers, industry leaders and ambassadors to explore the world of Jean-Charles Boisset and the art de vivre celebrated in the Alchemy of the Senses book – the embodiment of a luxurious lifestyle of the finest creations, emanating from wine as the catalyst of creation.

Each destination along the tour highlights creations from Boisset and luxury partners, and is designed to create individual experiences enticing all five senses. This dazzling event allows guests to immerse themselves in activities that engage the senses and gives them the opportunity to take a piece of the world of Boisset home with them through purchasing The Alchemy of the Senses book, JCB jewelry, Passion Collection Baccarat glasses and more!

This once in a lifetime tour kicked off in May of 2019 and will rotate through 12 locations through October 2019. The latest tour stop this past June featured a stunning \$7.2 million dollar home in beautiful San Diego, California. A performance by notable jazz vocalist Sacha Boutros set the mood and was followed with a surprise piano piece by a guest who composed the music himself. Sea Ray stationed a beautiful yacht at the home's dock and Ferrari brought their gorgeous sports cars for guests to admire. With all of these marvelous enchantments, it's no surprise this experience will be remembered as San Diego's musical adventure on the water!

Don't miss out on your opportunity to experience the world of Boisset! Purchase your ticket [here](#) for the next tour stop on August 17th in Pebble Beach, California at Concours d' Elegance.

Learn more at <https://www.alchemyofthesenses.com>



JCB and Baccarat Unveil the Passion Collection of Crystal Glasses and Decanters

Two companies rooted in style and heritage, Boisset Collection and Baccarat, have partnered together to create the Passion Collection. The Passion Collection is a set of elegant crystal still wine and Champagne glasses as well as two unique wine and Champagne decanters that are all designed to elevate the enjoyment of wine and the art de vivre. For the first time in the 255-year history of Baccarat, the French crystal maison has brought to life the designs of a vintner by creating the vision of Jean-Charles Boisset.

The Passion Collection still wine decanter is an essential companion for any wine. Much like the still wine glasses, it allows the wine to aerate in a stylish and sophisticated vessel. The Champagne decanter is a one of a kind design that opens the wine by releasing some of the bubbles and leaving just the right amount of sparkle for optimal enjoyment. Equally unique and unlike a traditional Champagne flute, the Champagne glass features a height that is proportional to its bowl and allows for an ideal expression of aroma, wine and effervescence.

The hand blown glasses retail at \$380 for a pair, \$860 for the still wine decanter and \$960 for the Champagne decanter (available this fall). The collection is available for purchase at Baccarat boutiques, all JCB tasting salons, online at www.jcbcollection.com and www.baccarat.com, as well as Boisset's wineries in California and Burgundy, France.

The entire collection unites the perfect balance of style and wine presentation. In the words of Jean-Charles Boisset, "Wine is the ultimate expression of the senses and the catalyst for our dreams. ... The noblest elixir on earth, it requires the most refined vessel to present itself. ... Therefore, it is only natural that we created our dream glass with Baccarat to experience the wines we create in the luxury and purity of crystal... It is a sensory experience that unites palate, mind and heart."



Oakville Grocery & 1881 Napa

Oakville Grocery, the general store that has been a gathering place for locals and tourists for nearly 140 years, has been further enhanced since joining the Boisset Collection in January 2019. Located in beautiful Oakville, California, the 1881 Napa Wine History Museum & Tasting Salon opened its doors in May 2019 and is the first of its kind for the Napa Valley.

Oakville Grocery

Known for supplying provisions to the Republic of California since 1881, Oakville Grocery is the oldest continuous operating grocery store in California and proudly became a part of the Boisset Collection in January 2019. With locations in Napa Valley and Healdsburg, the shops offer a selection of fresh, local, organic and Biodynamic food and wine products — both to enjoy onsite as well as take home. The Napa Valley location, which has been a gathering place for nearly 140 years, features an outdoor pizza oven as a centerpiece to the inviting outdoor seating area, while the Healdsburg location has an expansive patio — one of very few on the Healdsburg Plaza.

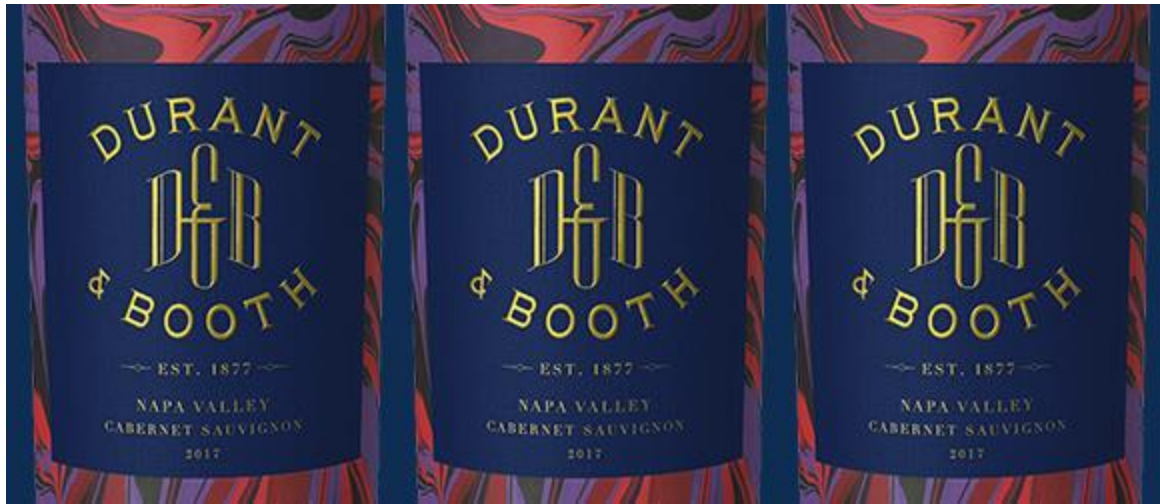
1881 Napa

Napa 1881 officially opened its historical Victorian doors, welcoming all those fascinated by America's premier winemaking region and the pioneers who founded it. Visitors can embark on self-guided museum tours where original and rare collections of winemaking tools can be closely inspected and photos of founding pioneers and their legacies can be appreciated.

In addition to the museum, visitors to 1881 Napa can enjoy rotating comparative tastings of various Cabernet Sauvignons from the sub-appellations developed by wine expert and best-selling author of *The Wine Bible*, Karen MacNeil. Comparative tastings are held on the bottom floor surrounded by alcoves with soil samples and descriptions of the regions also written by MacNeil. Guests can also enjoy rosé, white and other red wine blends that all reflect the diversity of Napa Valley and were crafted from Napa Valley grapes exclusively for 1881 Napa by Winemaker Thane Knutson.

In addition to spectacular wines, an outdoor patio with panoramic views of the Mayacamas Mountains to the west, the Vaca Mountains to the east, and Mount St. Helena to the north offers a fresh perspective for guests to enjoy.

"Napa Valley has a powerful place in American wine history and 1881 Napa puts the region in perspective on the world stage," said Jean-Charles Boisset. "An extraordinary amount has been accomplished in this enclave in a short amount of time and we want to create a destination that celebrates Napa's long history and its pioneering founders while exploring Napa's incredibly diverse terroir in one destination."



Durant & Booth

Born and rooted in history, Durant & Booth is now available to the market. The 2017 Napa Valley Cabernet Sauvignon represents the heritage of Napa Valley. In 1897, Frederick Durant and Willis and Joseph Booth moved into a Victorian home located next to the Oakville Mercantile & General Store that was founded in 1877 at the Oakville Crossroads. They transformed it into the gathering place for the Napa Valley. Today, Durant & Booth presents a single wine: a Napa Valley Cabernet Sauvignon to represent the legacy of our founders in Napa.



New Wines for LVE: John Legend's Wines Promoted through A-List Events & Top Press – Click [here](#) to read all LVE articles on the Boisset Collection website.

The line of wines for LVE: Legend Vineyard Exclusive, the collaboration between award-winning singer-songwriter John Legend and Jean-Charles Boisset, has expanded to six different bottlings as well as cans. Starting this past June, the second-annual “Summer of LVE” took the States by storm, featuring the new LVE Sparkling Rosé from French grapes as well as the second vintage of the very popular still wine, LVE Provence Rosé. The summer also saw a soft launch of the still rosé in cans, Boisset Collection’s first foray into a category that saw a 69% increase in U.S. sales last year.

The wines were promoted through a series of high-profile events including the season kickoff of concerts at the Hollywood Bowl in Southern California on June 15 where the LVE Provence still Rosé and

Sparkling Rosé completely sold out to concert goers listening to the EGOT award winning Legend. In July, the singer-turned-vintner hosted an in-store tasting at BevMo in West Hollywood where he signed bottles of LVE wine as well as posed for photos with customers. A few days later he headed to the East Coast summer destination of the Hamptons, where he made an appearance at the private Hamptons magazine's "Chic at the Beach" party (Legend was on the cover of the publication's July issue). He also performed at The Surf Lodge, a seasonal hot spot in the Hamptons that is frequented by celebrities. Top news outlets such as *The New York Times*, *The Wall Street Journal*, *USA Today*, *Vogue* and *W* magazine have recently featured Legend and LVE wines, helping to create buzz around these exceptional wines!