

The Boisset Insider – Your Backstage Pass to the *World of Boisset*



A Birthday Celebration to Remember!

Jean-Charles celebrated his 50th birthday in style earlier this month. Held at Raymond Vineyards, the celebration drew many friends, business associates and colleagues for an indoor/outdoor extravaganza. Guests were "dressed to kill" in honor of the James Bond theme and enjoyed a multitude of entertainment, from a Latin band, fire breathers, aerialists, contortionists, snake charmer, go-go dancers, DJs and of course, Jean-Charles starring in an Agent 69, [Bond-inspired fight scene](#)! Cuisine taken from global locations of Bond movies included Brazilian and Indian fare, and there was also a pig roast, sushi, oysters, caviar, cheese and charcuterie and a dessert spread. Multiple bars outside and inside poured a selection of wines from Boisset Collection. Make sure to follow us on Instagram [@jc_boisset](#).



Introducing Chateau Buena Vista Napa Valley Cabernet Sauvignon in 375ml Bottles

Now available – 375ml bottles of 2016 Chateau Buena Vista Napa Valley Cabernet Sauvignon!

The self-proclaimed Count, our founder, Agoston Haraszthy, understood that great wine comes not only from great grapes, but also from great places. In the 1860s Buena Vista covered more than 6,000 acres reaching from the southernmost part of Sonoma Valley into Napa County. Both regions offer a unique terroir — the magical combination of all the attributes required to create outstanding wines of a particular site — from the soil and the climate to the angle of the site's exposure to the sun and the vine itself.

Our Chateau Buena Vista Cabernet Sauvignon celebrates and honors Buena Vista's indelible presence and significant contributions to the California wine world. Buena Vista has returned to Napa Valley, where Cabernet is the King, if not the Count!

Enticing aromas of currants and cranberries spring from the glass in this rich and luxurious wine. Flavors of blueberry and strawberry coat the palate with hints of cocoa and a touch of cardamom on the finish. Sourced from Oak Knoll to St. Helena, this Cabernet Sauvignon gains its tannic backbone from vineyards along Napa Valley's eastern slope. Full-bodied wine with fine-grained tannins, the finish is long and intense.

Please reach out to your local Boisset sales representative to order any of the three Chateau Buena Vista wines in 750 mL or the Napa Valley Cabernet Sauvignon in 375 mL bottles today!



The Season of Rhône

In fall, most people are no longer diving into pools and ocean waves; however it is the perfect time to dive into Rhône wines. Red blends from Northern and Southern Rhône, starring varieties like Grenache, Syrah and Mourvèdre, are full-bodied wines characterized by their aromas of dark plum, undergrowth and ripe black fruit.

Boisset has two Rhône houses with a wide selection of exceptional wines. Based in Gigondas, Louis Bernard has always endeavored to get the best from its vineyards and uses that expertise to offer great wines. Winemaker Sylvain Jean, began working with Louis Bernard in 2000 to craft the Louis Bernard style and quality. His knowledge of the Rhône region, gained from making wines from Gigondas and Côtes du Rhône to Côtes du Rhône Villages and Châteauneuf du Pape, has earned him a role as a jury expert for the Inter Rhône association. Louis Bernard is also pioneering organic options in the region.

Bonpas harnesses over 700 years of winemaking expertise in wines with an approachable and delicious style. Located in the historic Chartreuse de Bonpas fortress just outside of the former papal capitol city of Avignon, the sense of legacy is palpable. Monks made wine between these walls for centuries. Now, Bonpas is the inspiration for approachable Rhône wines. The core portfolio is comprised of the quintessential Rhone collection; Luberon Blanc, Ventoux, Côtes du Rhône Villages, Chateaneuf du Pape.

Get in touch with your local Boisset sales representative to learn more about Bonpas and Louis Bernard.



Follow the 2019 Harvest with Domaine de la Vougeraie!

Harvest is in full swing and Domaine de la Vougeraie would like you to join in. Follow the link below to access daily updates of the action at our Domaine including which vineyards are being picked when as well as phases of the moon and great pictures of our team hard at work amidst the vines and grapes. [Access the 2019 Harvest Letters Here.](#)



DeLoach Vineyards Hosts Somm Camp 2019

DeLoach Vineyards hosted 13 sommeliers, wine buyers and wine directors as well as a journalist and photographer last week for the annual Somm Camp event. This event gave the group a wonderful overview of the "Russian River Original" and Boisset Collection, as well as gaining hands-on harvest experience.

The wine industry professionals flew in on Tuesday from all over the country, with the South especially represented this year. They shared dinner with Jean-Charles in the DeLoach Vineyards Estate House and enjoyed wines from Boisset's domestic and Burgundian portfolio. On Wednesday, the group participated in harvest activities including grape picking, sorting and punch-downs followed by a beautiful lunch in the DeLoach Vineyards grove. In the afternoon the guests visited Hawk Hill Vineyard in Sebastopol where owners Bill and Margaret Yarak hosted a vertical tasting of the 2014, 2015, 2016 and 2017 DeLoach Hawk Hill Chardonnays, and led an informative tour through the vineyard.

Later, Ken Hoernlein, Vice President of Sales, and Brian Maloney, Director of Sonoma County Winemaking, led a stellar educational tasting of Burgundy and Sonoma County Chardonnays and Pinots followed by a Champaign sabering exercise. The evening wrapped up with an al fresco dinner and rich conversation amongst wine industry experts.

The event was a great success that resulted in strengthened relationships and a closer look into the pioneering producer of Pinot Noir, Chardonnay and Zinfandel in the Russian River Valley.

"Your entire team is so knowledgeable and their passion is infectious. I feel that I learned something from each person I interacted with. So much in just two days but an experience that will last a lifetime." – Guest, Somm Camp 2019



Alchemy of the Senses Shakes Up Chicago

Jean-Charles took his Alchemy of the Senses tour to the middle of the country Sept. 13-14, taking over the Clive Christian showroom in the River North neighborhood of the Windy City to bring the world of Boisset to the first location outside of California. It was a jam-packed two days filled with trade and corporate partner tastings, an open house, dinners and more. The location close to the Chicago River enabled tour partner Sea Ray to dock one of its yachts near the showroom and Jean-Charles led dinner guests to the boat for a very special toast. As in the other tour stops, the full range of Boisset treasures was on exhibit to enable guests to explore the senses, from wine, spirits and food to JCB Jewelry, perfume and glassware. Various stations throughout the showroom were dedicated to sight, smell, sound and touch and for taste guests enjoyed appetizers and multiple dinner courses.

In The News



Wine Spectator Features John Legend's LVE Wines

Arguably the country's leading wine publication, Wine Spectator, [featured John Legend and LVE: Legend Vineyard Exclusive wines](#) in an online article that will also be in the Oct. 31 print issue. The article, which is the latest in the magazine's "Wine Talk" series, covers the inspiration behind the LVE line of wines as well as details about the portfolio and the partnership with John and Jean-Charles Boisset and the team at Raymond Vineyards. In the Q&A part of the article, John hints that he and wife Chrissy Teigen are possibly looking at property in Napa Valley and that he feels he still has a lot to learn about the sales and distribution side of the wine business: "I think the most complex side is the sales and distribution side, because there's a lot that goes into it, and I'm still learning from our friends at Boisset, but it's been fun to learn with them and meet with our buyers, meet with retailers and distributors. It has given me a lot of respect for people that do this business."

Get in touch with your local Boisset sales representative to learn more about and order LVE Wines, which has a Napa Valley Cabernet, Chardonnay, Red and Sparkling as well as a Provence Rosé and a French Sparkling Rosé.



Wall Street Journal Features Raymond Vineyards for Experiential Wine Tourism

The Wall Street Journal featured Raymond Vineyards in its [article on notable experiential tourism activities at wineries](#) and also included photos of the iconic Red Room and Corridor of Senses. The business publication noted that Raymond has been called a "Disneyland for adults" and described the sensory exhibits in the Corridor of Senses as well as quoted Jean-Charles Boisset talking about the opportunity for unique spaces in the U.S. as well as the La Maison tasting lounge in Vougeot in France that has a "chic and theatrical atmosphere."

Get in touch with your local Boisset sales representative to add the velvet luxe of the Red Room to your portfolio through the Napa Valley Reserve Red, Merlot and Cabernet Sauvignon wines that sport velvet labels.



Jean-Charles Featured on Grape Encounters Radio Show

Jean-Charles Boisset is the featured guest on the most recent [episode of Grape Encounters radio show](#), which is sponsored by Total Wine & More and is heard on over 100 stations in nearly 30 states across the country, including 19 stations in top 20 markets. As host David Wilson notes, “From preserving history to defining Napa Style, Jean-Charles Boisset is truly a living legend in the worldwide wine industry.” While JC and David have a whirlwind conversation about everything under the Boisset sun, they do focus on 1881 Napa Wine History Museum and Tasting Salon, Boisset Collection’s newest property in Oakville, CA. As David says, “Jean-Charles has been busily creating brick and mortar places where we can all gain a better understanding of how America became a force to be reckoned with on the world wine stage. And yes, all this from a Frenchman! Here’s to you, Jean-Charles!”