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**Boisset Launches DeLalisse Champère French Sparkling Wine, As Seen on *Emily in Paris*,
in Collaboration with Shop the Scenes**

Innovative Partnership Brings Shoppable TV to Life

Yountville, CA (December 22, 2022) – [Boisset Collection](#) has announced the exclusive release of DeLalisse Champère, a sparkling wine featured in Netflix’s hit comedy-drama series, *Emily in Paris* produced by MTV Entertainment Studios premiering on December 21st for its third season.

The creation of Champère is in partnership with [Shop the Scenes](#), the first-to-market in large-scale shoppable TV. Shop the Scenes provides fans with an unprecedented opportunity to shop and explore their favorite shows, movies and more. DeLalisse Champère French sparkling wine is available to purchase by the bottle for a suggested retail price of \$25 per bottle; as a [two-bottle gift box](#) (\$50); and as a [Watch Party Kit](#) (\$50), which includes one bottle of wine, two Govino wine flutes, and a Champère branded bottle stopper.

“Creating Champère together with Shop the Scenes and *Emily in Paris* is a remarkable innovation for the wine world,” enthused Jean-Charles Boisset, Proprietor of Boisset Collection. “We have brought to life the story line of Champère from a beloved TV show, added Boisset’s quality, history, and heritage in sparkling wine production, and brought the entire experience to consumers in an entirely unique and unprecedented way where you can have direct access to the wine via shoppable TV. We are thrilled to partner with Shop the Scenes!”

“Shop The Scenes”, a joint venture between Jill Martin, of *Today Show* and QVC fame and 101 Studios’ CEO and *Yellowstone* Executive Producer David Glasser, is set to redefine Entertainment Commerce. Shop the Scenes launched in early December to great success. It will soon also feature immersive shopping in photorealistic virtual sets directly from *Emily in Paris*.

“Some characters transcend the screen,” says Shop the Scenes Founder Martin. “Their styles and personalities resonate with you long after the credits roll. That’s why Shop The Scenes is driven to empower fans through unmatched access to experiences and merchandise featured in and inspired by their favorite characters. In Boisset, we found a perfect partner with great pedigree in making exquisite French sparkling wine paired with their embrace of innovation and dynamism.”

Emily in Paris follows the adventures of Emily, a young American woman who moves to Paris for work and finds herself navigating the intricacies of the city's fashion and social scenes. In the show, she finds herself creating a wine named Champère in a pitch to a client – Domaine DeLalisse. While in the show, the wine is celebrated as much for toasting and spraying. The in-real-life Champère is a delightful sparkling wine to sip and savor, produced by Boisset’s sparkling wine team in Nuit-St-Georges, France.

Boisset is a leading producer of French sparkling wine, specializing in Crémant de Bourgogne, as well as Crémant de Jura and French sparkling wine. Boisset is most well-known in the US for its sparkling wines in the [JCB Collection](#), and from [Louis Bouillot](#), a pioneer in the production of fine sparkling wines from Burgundy since 1877, and [Charles de Fère](#), French premium sparkling winemaker.

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About Boisset Collection

Boisset is a family-owned collection of historic and unique wineries bound together by a common cause: authentic, terroir-driven wines in harmony with their history, their future and the land and people essential to their existence. With more than twenty-five historical and prestigious wineries in the world's preeminent terroirs, including the Côte d'Or, Beaujolais, Rhône Valley, California's Russian River Valley and the Napa Valley, each house retains its unique history, identity and style, and all are united in the pursuit of fine wines expressive of their terroir. To learn more about the Boisset Collection, please visit: boissetcollection.com.

About Emily in Paris

One year after moving from Chicago to Paris for her dream job, Emily finds herself at a crucial crossroads in every aspect of her life. Faced with two very different paths, Emily will have to decide exactly where her loyalties lie — at work and in her romantic life — and what those decisions mean for her future in France, all while continuing to immerse herself in the adventures and surprising twists and turns that life in Paris provides. Award-winning creator and showrunner Darren Star returns to helm the third season of the Emmy-nominated series EMILY IN PARIS. Producer and star Lily Collins also returns as Emily Cooper, alongside returning series regulars Philippine Leroy-Beaulieu, Lucas Bravo, Ashley Park, Camille Razat, Samuel Arnold, Bruno Gouery, William Abadie, and Lucien Laviscount. EMILY IN PARIS is produced by MTV Entertainment Studios, Darren Star Productions, and Jax Media.

About Paramount Consumer Products

Paramount Consumer Products oversees all licensing and merchandising for Paramount (Nasdaq: PARA, PARAA), a leading global media and entertainment company that creates premium content and experiences for audiences worldwide. Driven by iconic consumer brands, Paramount Consumer Products' portfolio includes a diverse slate of brands and content from BET, CBS (including CBS Television Studios and CBS Television Distribution), Comedy Central, MTV, Nickelodeon, Paramount Pictures, and Showtime. With properties spanning animation, live-action, preschool, youth and adult, Paramount Consumer Products is committed to creating the highest quality product for some of the world's most beloved, iconic franchises. Additionally, Paramount Consumer Products oversees the online direct-to-consumer business for CBS and Showtime programming merchandise, as well as standalone branded ecommerce websites for Star Trek, SpongeBob, South Park, and MTV.

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