



**JCB Launches JCB Unity Cabernet Sauvignon
to celebrate unity in the wine world and benefit organizations focused on
supporting Black and underrepresented communities.**

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YOUNTVILLE, CA (July 8, 2021) — JCB Collection has produced two new wines with a portion of the proceeds going directly to organizations that help Black and underrepresented communities thrive in the world of wine. JCB UNITY is a California Cabernet Sauvignon available at Sam’s Club and JCB UNITY RESERVE Napa Valley Cabernet Sauvignon is available at the winery and through Boisset Ambassadors. Both wines benefit the Association of African American Vintners (AAAV) and Wine Unify. The national launch follows the successful debut of a limited-edition JCB Unity Napa Valley wine in the fall of 2020 that immediately sold out and raised \$30,000 for AAAV and Wine Unify. Inspired by this success and the opportunity to amplify the mission, JCB Unity California Cabernet was created with the partnership of Patrick Maulfair, Senior Merchant at Sam’s Club E.A.S.T. Region.

“Love, hope, unity, diversity and equality are the guiding principles of our JCB and Boisset Collection wines, where we believe the world of wine exists to unite us – across the table and beyond... Oceans separate us, wine unites us!” said Boisset Collection Proprietor Jean-Charles Boisset. “We are committed to creating the most inclusive, passionate and inspiring wine community in the world.”

Donations from the sales of JCB Unity wines are expected to raise nearly \$200,000 for the Association of African American Vintners and Wine Unify in 2021.

“Our mission is to welcome, elevate, and amplify the voices of underrepresented minorities in the wine industry. The proceeds we receive from this endeavor help us to fund our yearly Welcome Awards, education, mentorship and marketing initiatives,” said Wine Unify Co-Founder DLynn Proctor.

The Association of African American Vintners has been working to support Black-owned wineries and brands since 2002. “We create a sense of community among African American vintners and promote the winemaking quality and efforts of our AAAV members through consumer and industry awareness programs.” said AAAV President Phil Long of Longevity Wines. “JCB Unity wines are an important piece of that awareness puzzle and a wonderful source of funding for AAAV’s array of scholarships that are helping to pave the path for people of color to enter and succeed in the wine industry.”

The label, designed by Boisset himself, illustrates the commitment to Unity and Diversity. “We believe that wine, as the core of our company, has always been a catalyst for uniting people from all origins, backgrounds, orientations, cultures, and communities. This belief remains essential to who we are and how we can promote the critical dialogue and action needed to build a more inclusive wine world,” said Boisset.

Boisset Collection’s Commitment to Diversity and Unity:

<https://my.boissetcollection.com/wine-unites-us>

About JCB by Jean-Charles Boisset

Created by Jean-Charles Boisset, JCB embraces and represents a new height of luxury, uniting the worlds of wine and fashion in luxurious tasting locations and experiences that transcend terroir, reaching beyond the traditional confines of wine to embody style and sophistication. The JCB collection of limited-edition wines and spirits unite centuries of Burgundian family tradition with the graceful exploration of sophisticated terroir. Dedicated to capturing style, JCB wines, spirits and accessories embody an uncompromising personality that transcends the traditional confines and are audacious, unique, and mysterious. For more information, please visit: jbcollection.com.

JCB by Jean-Charles Boisset is part of the Boisset Collection, a family-owned collection of historic and unique properties bound together by a common cause: authentic, terroir-driven wines and luxury goods 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 and tasting salons 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. Its prominent wineries include California wineries Raymond Vineyards, Buena Vista Winery and DeLoach Vineyards, and France’s Domaine de la Vougeraie, Jean-Claude Boisset, Bouchard Aîné & Fils, J. Moreau & Fils, and Mommessin, Domaine Maire, Bonpas and Louis Bouillot. To learn more about the Boisset Collection, visit www.boissetcollection.com.

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