



FOR IMMEDIATE RELEASE

## Jean-Charles Boisset Unveils JCB ST. HELENA

An Odyssey of the Senses Awaits at JCB St. Helena:  
The Pinnacle of Sophistication and Luxury

St. Helena, CA – Among the well-curated shops of the elegant village of St. Helena, a new doorway at 1320 Main Street invites you to an odyssey of the senses. Jean-Charles Boisset has merged every nuance of sophistication and luxury into the newest JCB experience, promising to transcend the ordinary and create a realm where emotion and sensation meld in exquisite harmony.

Adding to the already stunning collection of unique tasting environments including JCB Yountville and JCB San Francisco at The Ritz-Carlton, the new JCB St. Helena is a testament to the vision put forth by Jean-Charles Boisset to “enlighten, inspire, surprise, and transport guests to destinations they’ve never before imagined.” Jean-Charles Boisset personally designed every detail, working in partnership with Ziad Ghobril, recently of Jacques Garcia’s studio.

Complete with Baccarat chandeliers, original art, and re-purposed classical art from the world’s best museums, this experience is not to be missed. Influences from Napoleon, the Louvre, and Italian artists are represented in the decor and furniture, marrying luxury with an appreciation for the 18th and 19th centuries. Every detail is meticulously crafted to offer a sensory experience like no other.

JCB St. Helena is quickly becoming the premier Napa Valley insider destination for sought-after wines including the most prestigious wines from the JCB Collection: Jean-Charles Boisset’s namesake portfolio comprising Napa Valley, Champagne, Russian River Valley, and Sonoma Coast, as well as a comprehensive portfolio of Burgundy wines from his family of wineries: Domaine de la Vougeraie, Jean-Claude Boisset, J. Moreau & Fils and Bouchard Aine.

The extensive menu of wines by the glass, flight, or bottle is uniquely available at JCB St. Helena and has something to delight every palate. Further, guests have the unique opportunity to compare the exquisite wines of California with those of Burgundy, offering an unparalleled experience in Napa Valley. This unique juxtaposition allows visitors to appreciate the diverse terroirs and

winemaking styles, making each visit a journey of discovery. Decadent food pairings, including JCB caviar, cheeses, charcuterie, and more, perfectly complement the diverse portfolio of wines offered at JCB St. Helena.

Experience the essence of the JCB lifestyle by bringing home the complete range of scented homeware, fragrances, and captivating jewelry pieces. JCB St. Helena is pure Parisian decadence on Main Street! With an art salon brought to life passionately for Napa Valley and its visitors, JCB St. Helena features the most prestigious wines in our collection.

#### About JCB Collection:

Created and curated by Jean-Charles Boisset, JCB embraces and represents a new height of luxury, uniting the worlds of wine and fashion with opulent tasting locations and experiences that celebrate time, transcend terroir, and embrace style reaching well beyond the traditional confines of wine to reflect of the personality and savoir-faire of its namesake. The JCB collection highlights the best of its family collection with 28 winemakers and more than 30 wineries in the family collection, JCB embraces the very highest expressions from its most prized terroir. Alongside an exceptional team of winemakers, Jean-Charles stylizes each wine in his namesake portfolio to create the most unique collection of wines from two continents. For more information, please visit: [jbcollection.com](http://jbcollection.com).

#### 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](http://boissetcollection.com).

LINK: [High-Resolution Images](#)

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