



## **Jean-Charles Boisset and the Boisset Collection Launch JCB UNITY Cabernet Sauvignon at the LCBO in Ontario, Canada**

**JCB UNITY benefits organizations that foster diversity and inclusion in the wine world and beyond**

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**TORONTO, CANADA** (May 27, 2023) — JCB Collection has launched JCB UNITY Cabernet Sauvignon in Ontario, Canada, with a portion of the proceeds going directly to organizations that help underserved communities thrive in the world of wine, and support the LCBO’s [Spirit of Sustainability](#) initiatives and commitment to Diversity, Inclusion, Belonging and Equity. Proceeds from the sale of the wine will be contributed toward a \$30,000 donation in support of diversity and inclusion to benefit Rainbow Railroad and the Canadian Association of Professional Sommeliers (CAPS). The Canadian launch follows the successful debut of a limited-edition JCB Unity Napa Valley wine in the fall of 2020 directly from the winery that immediately sold out and raised \$30,000 for the Association of African American Vintners (AAAV) and Wine Unify. Inspired by this success and the opportunity to amplify the mission, JCB UNITY California Cabernet was created for a national launch, and has raised more than \$250,000 for its partner organizations so far.

“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, and we are thrilled to bring a message of unity and inclusion to the wine world in Ontario.”

The LCBO is committed to building communities where everyone has equitable access to the essential resources they need to live happy, healthy lives. In partnership with JCB by Jean-Charles Boisset, the launch of JCB Unity furthers that mission by providing resources to enhance the mission to help communities thrive. “We’re committed to improving the sustainability of the industry and a big part of our Spirit of Sustainability platform is about teaming up with like-minded partners to foster real, positive change. JCB Collection shares this vision and hope, and we are pleased to bring JCB Unity to Ontario wine lovers,” said George Soleas, President & CEO, LCBO.

Rainbow Railroad protects LGBTQI+ individuals to find safety from violence and persecution. "Rainbow Railroad is excited to be the charitable beneficiary of JCB UNITY, and we applaud JCB's commitment to diversity and inclusion through this wonderful initiative," said Dane Bland, Rainbow Railroad's Head of Development. "The proceeds donated from the sale of JCB Unity will directly support Rainbow Railroad's mission to help at-risk LGBTQI+ people get to safety, by providing travel and relocation assistance, financial aid and other resources."

JCB partnered as well with CAPS to create opportunities for underserved communities to thrive in the wine world. "CAPS would like to thank the Boisset Collection, and its JCB Unity wine for partnering with us to deliver a scholarship program that will change people's lives. This scholarship will allow deserving individuals from our BIPOC and LGBTQI+ community to become certified sommeliers, enriching their lives and making our sommelier community even more diverse than it already is." Domer Rafael, National President, Canadian Association of Professional Sommeliers (CAPS)

The JCB UNITY 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](http://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](http://www.boissetcollection.com).

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