

NAPA INSIDER

▶ NAPA VALLEY IMAGINED

With the new decade more than dawning, wine times are changing, according to data from IWSR, as reported by *The Wall Street Journal*. The numbers show that wine consumption is down 1 percent for the first time in 25 years. The movement is in part credited to Millennials, who are turning to other booze options such as spiked seltzer, which scored another epic gain, up 50 percent from last year. Despite the wine drinking downturn, Napa Valley is not ready to give up her crown as a prevailing wine drinking destination. Whether in response to tourist demands, shifting tides in the wine biz, or because ours is a land that refuses to stand still, reincarnations were seen up and down the valley over the past year with no signs of slowing.

### Historical ground

When Jean-Charles Boisset took ownership of the Oakville Grocery last year, some worried and others wondered what JCB might have stuck up his slick, and well-fashioned sleeve. Months later, historic roots still stand as the iconic outpost continues to shell out the good stuff to clamoring crowds. Boisset reimagined the Victorian dwelling next door when he opened 1881 Napa, a tasting salon and wine museum, rolled into one. The space grants visitors and locals an artful if not opulent walk down memory lane. One step in, it's hard not to gawk at the 48-light Baccarat crystal chandelier dripping from the ceiling, alongside a reproduction of an 1895 map of Napa County. Beyond all the sparkle and pizzazz that JCB is known for, the space manages to stay, in part, grounded in the past, with an impressive collection of wine relics, including original artifacts from the Early California Wine Trade archives. The more current JCB reality returns when it comes to the wine tasting experience. Wine flights of fancy with pithy names like "Is it Cool to be Hot or Hot to be Cool?" and "Majestic Mountains Versus Plush Valley," offer something for everyone.