

A FAMILY AFFAIR



Jean-Charles Boisset has found roots and wings within the wine industry.

By Melinda Tam Orlando



Jean-Charles Boisset and Frenchie

Jean-Charles Boisset grew up in vineyards as the son of the founders of the largest winemaking business in Burgundy. Boisset Family Estates is a family-owned producer and importer of fine wines with its roots in Burgundy, France. Boisset, La Famille des Grands Vins was founded there in 1961. And it was during Boisset's upbringing that he developed a love for the family industry.

"My parents fell in love and started the wine business together in Burgundy," Boisset explains through his beautiful French accent. "My sister and I were really fortunate to live right in the vineyards and be a part of it right from the beginning."

Boisset, who now serves as President of Boisset Family Estates, employed some adventurous marketing tactics to shake up the wine world. His vision led to pioneering efforts in sustainability, and he

has implemented sustainable, organic and biodynamic farming practices at the family's vineyards, while introducing alternative packaging innovations that reduce a wine's environmental impact and carbon footprint.

"The real challenge was people's perceptions," Boisset says. "The wine industry is quite traditional, but people are very positive and they are interested to try and taste new things."

Another industry venture for the company is Napa Valley's first dog tasting room and dog-themed wines. Frenchie Winery, named for and inspired by the beloved French bulldog of Boisset, debuted last May to great fanfare. For every bottle of Frenchie Wine sold, one dollar is donated to the ASPCA.

"They always say that the best friends of humans are dogs, so why not make a winery that people can bring their dogs to and they are welcomed," Boisset explains.

But it is the **JCB wines** that Boisset really wants to talk about. This collection of 12 wines boast Boisset's initials and

each is labeled with a number, with his favorite—at least for the moment—being No. 3.

"It is an homage to my twin girls and my beloved wife," Boisset gushes. "This wine is a marriage of two wine worlds that came together to create something grander."

And with more than 20 wine properties and even a vodka made from wine under the estate's umbrella, you might wonder what this legendary family could still have up their sleeve.

"My mind goes a million miles a minute, and I have so many ideas," Boisset boasts while leaving the details a mystery. "There are a ton of exciting things to come."

Fine wines from the Boisset Family Estates at Southern Wine & Spirits. To get a full list of all the Boisset portfolio of wines, visit boissetfamilyestates.com. **dr**



Photo courtesy of Boisset Family Estates

Buena Vista Historic Tasting Room



Photo courtesy of Boisset Family Estates