

MID-SIZE WINERIES USING 'TUPPERWARE' PARTIES

This is a serious question. When a major wine producer embraces the Tupperware selling model, an at-home wine-buying party just might be in your future.

"It's the social marketing way of selling wine, friends to friends," says Jean-Charles Boisset, proprietor of the Boisset Collection, his family's group of 20-odd wineries in California and France. He started quietly testing the in-home tasting experience idea about a year and a half ago with his new venture, Boisset Wine Living. Now, based on its success, he's aiming to expand.

"Our program is like Tupperware's, but it's high end," Boisset explains over lunch in New York, during a stop off on his way to Burgundy's annual Hospice de Beaune auction.

Noted for innovations like putting a screwcap on a \$200 grand cru Burgundy, he explains the Boisset Wine Living concept as we sip his bright, fruity JCB #69 Brut Rose Cremant de Bourgogne, a good fizz for the price (\$20).

One of its "wine ambassadors" is New Yorker Liz Howng, who works in corporate finance. Several evenings a month she grabs her Boisset Wine Living kit of Riedel glasses, wine fact sheets, and corkscrew—and heads out to pour and talk about Boisset wines for friends of friends at their apartments. **(Bloomberg News)**

