



## Fratelli Vineyards partners with Boisset Collection to launch Indian luxury wine collection J'Noon

To be introduced in the US and French market in June this year

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India's leading wine maker, Fratelli Vineyards, has joined hands with Jean-Charles Boisset, globally renowned wine maker and proprietor of Boisset Collection, to launch a limited edition J'Noon Collection of Red, White and Sparkling wines. These wines are made out of grapes grown, nurtured and handpicked from Fratelli's vineyards in Akhuj, Maharashtra.

Positioned as luxury fine wines produced in India, the collection includes JCB No. 47, J'Noon White, and J'Noon Red. JCB No. 47, a 100% Chardonnay Brut, which was barrel fermented in French oak barrels and then the secondary fermentation was carried in the bottle. The sparkling wine has been released after being in barrels and bottles for 24 months. "It's named No.47 because we wanted to celebrate the liberation, determination and unbelievable business sense of India. We wanted to make sure the luxury side of India is known outside India with these wines," said Boisset.

J'Noon White is a 60% Chardonnay and 40% Sauvignon Blanc. The wine was aged for 12 months in French Oak barrels and stainless steel tanks. J'Noon Red, on the other hand, is Cabernet Sauvignon 57.5% with Petit Verdot/Merlot 38.5% and 4% Sangiovese having 24 months of aging in oak barrels and stainless steel tanks.

Fratelli Vineyards has introduced the collection through special tasting events in Delhi and Mumbai. The company will introduce the collection in the US market and French market in June this year through special events.

"It was an amazing experience working with Sekhri family. They have great vision, true understanding of quality, and commitment to make Indian wines known around the world. It's a true partnership which will flourish over time, because both of us are committed to highest quality wines," Boisset said. Calling the J'Noon Collection "The Wine of India", he said that they will prove to be absolute best with Indian food and food of the world.

Giving full credit to Boisset for J'Noon, Kapil Sekhri, Proprietor of Fratelli said that "it was his magic" since he was convinced to visit Fratelli Vineyards to see what they have done. "He is a true visionary and the magic potion of energy that he keeps pushing you and test your limits which culminated in J'Noon," he said.