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J'noon launched in Napa, California, USA

June 27: Jean-Charles Boisset, French and American vintner and proprietor of Boisset Collection, launched the variants of J'NOON in collaboration with Kapil Sekhri, co-founder of Fratelli Wines, the number three Indian wine producer at his residence in Napa Valley recently taking Indian wines a step higher in the recognition of Indian wines as quality wines accepted internationally



Kapil Sekhri of Fratelli with Jean-Charles Boisset at the Launch on June 9 in California

Inspired by India's culture and beauty, J'NOON is the first collaboration of its kind to create wines from India that cater to the global market. The project was born out of an inspired partnership with the intention to create the finest wines from Indian terroir. J'NOON is Boisset's and Sekhri's artistic take on *junoon*, an Urdu word that means passion.

The two have jointly produced 2,400 limited edition bottles of each of the sparkling, white and red wines that were released in Delhi earlier in March, 2018. They have been reportedly created with grapes carefully selected and handpicked from the Fratelli vineyards in Akluj in Maharashtra.

Skillfully created by Boisset and the Fratelli team at its state-of-the-art winery, sparkling wine JCB No. 47, J'NOON White and J'NOON Red are subtle but intense, says the Press Release. The sparkling wine named No. 47 in honour of the year of India's independence is a tribute to the love Jean-Charles Boisset felt for India and its terroir when he visited for the first time. Each of these exclusive numbered bottles of JCB No. 47, J'NOON White and J'NOON Red will have limited circulation, both in India as well US.

"We are all driven to wine as a unique offering and treasure of the land and treat it like an art for our senses. I can't think of a better way to describe Jean-Charles than as an artist who creates wines. I have been lucky to befriend such a fine man. For Fratelli, it's a glorious moment to share and harbour such a splendid collaboration in J'NOON and JCB No. 47. This is our message to the world and we hope it will take us to newer heights," says **Kapil Sekhri**, co-founder of Fratelli Wines.

Kapil also said that the wine consumption in India is growing by 15-percent a year and 65-percent of that is under the age of 25 (which seems unlikely since legal age in most states is 18-21). "India is going through what the US went through in the 1950's," said Kapil. "It's been a game of patience. We planted grapes in 2007 and our first vintage was in 2010. India started planting grapes to make raisins, but 20-years ago a small selection of growers sold grapes to make wine for consumers outside of India. That's changing now, baby steps."

Jean-Charles Boisset says, "Our mission is to make a cultural statement that elevates and enhances the luxury fine wine culture of a nation whose richness, diversity, profound sensory expressions, incredible terroir and renowned cuisine awakens the senses and inspires all who have experienced it. J'NOON wines and the terroir of Akluj adds another dimension of texture, vitality, flavor and aroma to the wine world. J'NOON is a calling and a celebration of all our senses..."

The private dinner was held at the late Robert and his wife Margrit Mondavi home, now owned by Jean-Charles and his wife, Gina Gallo. Executive Chef Victor Scargie had traveled to India in winter to learn more about the Indian terroir and Cuisine and teach cooking classes on his 'farm to fork' culinary repertoire. He brought back several Indian spices, which he incorporated into the meal. It was his take on Indian cuisine- meets wine country and the dishes were celebrated joyously by the guests in attendance.

The following day an expanded celebration to paying guests was held at Jean-Charles' Raymond Vineyard in St. Helena.

The wines were earlier **launched** in Delhi at Hotel Hyatt Regency when Jean Charles Boisset had attended the event in March, 2018, when the wines were well received by the invitees. JCB NO. 47 Brut is Chardonnay Brut. It was aged for 2 years in barrel and bottle before release. J'NOON white is a blend of 60% Chardonnay and 40% Sauvignon Blanc, aged for 12 months in French oak barrels and stainless-steel tanks whereas J'NOON Red 2016 is a blend of Cabernet Sauvignon co-fermented with Petit Verdot and Merlot with a minor amount of Sangiovese.

Jean-Charles Boisset (JCB) also known as James Bond of the wine industry is an acclaimed French and American vintner and the proprietor of the Boisset Collection which comprises more than 24 wineries in California, France and Canada. Fratelli is now available in 16 Indian states with over 80 wines (including imported wines) on offer and have an international presence in the UK, USA, Italy, Netherlands, Hong Kong and Japan, according to **Kapil Sekhri**.

For the earlier Launch in Delhi, please visit:

[Junoos for Unique Wines brings J'noon from Fratelli & JCB](#)

Subhash Arora

