

# BlackBook

## Weekend in Yountville: Could Wine Culture be Getting Fun and Flamboyant?

### JCB by Jean-Charles Boisset

Just a little further up the road from Hotel Villagio, Boisset's shop and private tasting room takes wine flare to new heights. It's like *Game of Thrones* meets Vegas. One half of a wine empire (he's married to Gina Gallo of E. & J. Gallo Winery, California's largest exporter of wines), Boisset is undoubtedly the emperor. His uniform of pink socks, drapery scarves, and velvet smoking jackets match the ornate tasting room – decked in gold-framed mirrors and glimmering cases of rosé bottles. He also owns Atelier Foods next door, a fine foods grocer that offers a wide selection gourmet picnic fare.

All of Boisset's wines are categorized by number, which represent something autobiographical. The No. 1 and No. 10, both Cabernets, are indicative of being Number One and a Perfect 10. As a Frenchman from Bordeaux in Napa making a 100% Cab *in Cab* country, Boisset wouldn't settle for anything less.

