

JCB by Jean Charles Boisset Opens Pop-Up Wine Tasting Salon at the Rosewood Sand Hill Hotel

Tuesday marked the grand opening for the JCB lounge, which is at the Silicon Valley hotel for a limited time



Vintner, designer and innovator Jean-Charles Boisset has opened a [JCB Pop-Up Wine Tasting Salon](#) in the Rosewood Sand Hill hotel in Menlo Park. The stylish, intimate destination marks the first foray into Silicon Valley for the luxury lifestyle brand based in Napa Valley. A grand opening event was held on Tuesday, Dec. 10 to introduce the lounge to the community.

“We are thrilled to have the opportunity to share the world of JCB with our friends in Silicon Valley through the pop-up salon,” said Jean-Charles. “For years people have asked us to open a location in this hub of the Bay Area to bring our art de vivre, style and passion to the Peninsula!”

The salon, outfitted in the signature JCB colors of black and gold with red and leopard print accents, will remain open for at least three months and is the result of a new brand partnership between JCB and Rosewood Sand Hill. The salon features JCB wines as well as other JCB items: the Passion Collection glassware designed by Jean-Charles and made by Baccarat, JCB jewelry, signature perfumes and home accessories including candles, soaps and room sprays. Guests can also browse through and purchase Jean-Charles' unique wine-inspired book, *The Alchemy of the Senses*, a journey through taste, touch, sight, sound, smell, as well as the elusive sixth sense, all captured in pages that are housed in a red-velvet cover and case.

“Wine is a transformative elixir that transports us into another dimension — of dreams, emotions and passion!” said Jean-Charles. “Through the Rosewood salon we invite you to visit and explore all of your senses.”

The pop-up salon, which is located down the hallway from The Library & Bar on the lobby level of the hotel, is open Wednesday through Saturday from 4 to 8 p.m. It features the following JCB wines, served by the glass as well as in custom tasting flights: Infinity Crémant de Bourgogne, GALA Champagne, No. 81 Sonoma Coast Chardonnay, No. 7 Sonoma Coast Pinot Noir, No. 6 Russian River Valley & Burgundy Pinot Noir, No. 1 Napa Valley Cabernet Sauvignon, No. 10 Napa Valley Cabernet Sauvignon and The Surrealist Napa Valley Cabernet-based blend. As a result of the partnership, The Library & Bar, which is a trio of indoor and outdoor settings, is carrying an additional two JCB wines: No. 21 and No. 69, two crémants de Bourgogne, the latter a sparkling rosé.



For over ten years the Rosewood Sand Hill has been a popular destination in Menlo Park for Bay Area entrepreneurs and executives as well as residents and visitors. Situated on 16 pristine acres in the foothills of the Santa Cruz Mountains, the hotel offers a resort-like experience with luxurious accommodations, Michelin-star dining and a world-class spa, all within the high-tech hub of Silicon Valley.

In addition to the JCB Rosewood location, the JCB Village in Napa Valley's charming town of Yountville includes two tasting salons, Atelier Fine Foods and Senses by JCB, a fashion, beauty and fragrance boutique and medi-spa. Outside of Napa Valley there is a JCB Tasting Salon on the Healdsburg Plaza, and the Ritz-Carlton, San Francisco is home to the JCB Tasting Lounge.