



## **Boisset Collection launches ‘France. Small Towns, Big Wines’ Sweepstakes**

**NAPA, CA** (September 17, 2015) – In association with Atout France, (the French national tourism organization), Boisset Collection has launched an exclusive campaign inviting wine and travel enthusiasts to enter for a chance to win an extraordinary French gastronomic, wine and luxury travel experience. The *‘France. Small Towns, Big Wines Sweepstakes’* provides one lucky couple with a once-in-a-lifetime opportunity to win a wine trip for two to France to experience all that the Boisset Collection of wine estates has to offer with exclusive privately guided visits to Boisset wineries in Burgundy, the Rhone Valley and Southern France.

Open to residents in the U.S., Puerto Rico and Washington D.C., entry into the contest runs from now until October 15<sup>th</sup>, 2015 and the Grand Prize Winner will be drawn at random on October 30<sup>th</sup>. The winner will receive two round-trip flights from the U.S. to Paris on Air France, rail passes for two, first-rate accommodations to stay eight days and nine nights across three vineyard-rich destinations, including a leisurely five-night stay at non-Boisset owned, Château Pape Clément in Bordeaux, as well as exclusive private guided tours and tastings at several Boisset properties, including; the oldest negociant in Burgundy, Bouchard Aîné et Fils, and Premium Mousseaux producer, Charles de Fère in Burgundy, as well as visiting the gateway to the southern Côtes-du-Rhône, fortified stronghold, Bonpas, in the Rhone Valley and representing the finest expression of the Southern French wines, Fortant in Languedoc-Roussillon.

As part of the competition, seven U.S. travel blogger/ambassadors are promoting these extraordinary wine regions of France by writing and posting about their personal travel experiences on the dedicated competition website, [www.boissetcollection.com/francewinetour](http://www.boissetcollection.com/francewinetour). In order for contestants to win the Grand Prize, they must vote for their favorite blogger/ambassador, based on their posts, photos and stories featured on the competition website from August 15<sup>th</sup> until September 25<sup>th</sup>. Last year’s competition was so successful that it captured over five-million impressions and nearly one-hundred and twenty-five thousand votes.

Upon launching the campaign, Boisset Collection Proprietor, Jean-Charles Boisset said, “We’re so excited to partner with Atout France on the *‘France. Small Towns, Big Wines Sweepstakes’*. When our guests visit our wineries it is always a unique, special, engaging experience and now we get to offer this dynamic visitor experience in partnership with Atout France to help promote the glorious wine regions of our incredible country and highlight our Franco-American heritage. The United States and France have long shared a rich history, spirit, culture and friendship, and we can’t wait to welcome these special guest winners to our magical Boisset estates to inspire their memories and dreams of France for many years to come!”

"We too are thrilled to be partnering with Boisset Collection for this once-in-a-lifetime opportunity," said Atout France Marketing Manager, Tiana Gamez. "Boisset is world renowned in the wine industry and we felt that this partnership was the best fit to promote France as a wine tourism destination. With the more than seventeen centuries of combined history that unite the wineries of Boisset, plus the exquisite wines and the stunning landscapes from across France’s iconic wine regions, you have a spectacular travel experience that we are certain the winners won't soon forget."

A dedicated page on the Atout France website has been created for the competition as well as the hashtag, #FranceWineTravels. Each participant will enter the competition by visiting: [www.boissetcollection.com/francewinetour](http://www.boissetcollection.com/francewinetour). The sweepstakes runs from now until mid-October, 2015. For official rules and entry details, please [click here](#).

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#### **About Atout France**

**Atout France**, the France Tourism Development Agency, is the sole national organization responsible for the development and promotion of tourism to France. As an association of public and private interests, Atout France is charged with supporting tourism to France and assisting its partners internationally through its network of 35 offices in 32 countries. Atout France is also responsible for assisting regions, counties, towns and cities in the development and modernization of their tourism assets, as well as for administering France's new hotel rating system. For more information on France, visit the official Atout France website in the United States: <http://us.rendezvousenfrance.com>

#### **About Boisset Collection**

Boisset is a family-owned collection of historic and unique wineries bound together by a common cause: authentic, terroir-driven wines in harmony with their history, their future and the land and people essential to their existence. With more than twenty historical and prestigious wineries in the world's preeminent terroirs, including the Côte d'Or, Beaujolais, Rhône Valley, California's Russian River Valley and the Napa Valley, each house retains its unique history, identity, and style, and all are united in the pursuit of fine wines expressive of their terroir. To learn more about the Boisset Collection, please visit [www.boissetcollection.com](http://www.boissetcollection.com).

#### **Media Contact:**

Tamara Stanfill, Boisset Collection, 707.963.6939, [tamara.stanfill@boisset.com](mailto:tamara.stanfill@boisset.com)