



JCB by Jean-Charles Boisset to Open Pop-Up Lounge at LCBO Summerhill in Toronto

Visitors will discover the luxurious world of Boisset, from wine and spirits to jewelry and books

TORONTO, CANADA (December 12, 2018) – JCB by Jean-Charles Boisset will open a pop-up destination from Dec. 13 to Dec. 30 at the LCBO Summerhill store at 10 Scrivener Square, transforming part of the historic building into a decadent lounge that will host a series of special events celebrating sparkling wines and luxurious spirits as well as provide an opportunity to meet the vintner, designer and entrepreneur behind some of Napa Valley and Sonoma County’s most iconic destinations.

Known for his charismatic energy and infectious passion for wine and the entire luxury lifestyle world, Jean-Charles will bring his signature Franco-American style to one of Toronto’s largest liquor stores housed in the building that served as the North Toronto Railway Station from 1915 to 1930. The pop-up also serves as the exclusive Canadian launch of his namesake spirits line — JCB Spirits, a portfolio of three vodkas (classic, truffle infused, and caviar infused) and a gin distilled from Burgundian wine.

“I’m ecstatic to envelop Toronto into the world of JCB and partner with the LCBO to bring our wines, spirits, jewelry, and books to such a dynamic and important city during a magical time of the year!” said Jean-Charles Boisset.

Visitors to the lounge during the 2 ½-week pop-up will be able to enjoy tastings of sparkling wine and spirits, purchase pieces from the JCB Jewelry collection designed by Jean-Charles, and learn how to create a holiday cocktail using JCB Spirits. Jean-Charles Boisset will appear on Dec. 13 and 14 to kick off the lounge’s run and sign copies of his book *Passion for Wine: The French Ideal and the American Dream*, which introduces a dynamic new approach to wine education.

In addition to the special events, guests may stop by the Summerhill store anytime during business hours (9 a.m. to 10 p.m. Monday-Saturday and 11 a.m. to 6 p.m. on Sunday) to experience the world of JCB. All events are free, but some require a reservation; go [here](#) for dates, times and the links to register for sessions.

JCB, the eponymous brand of the Boisset Collection proprietor, celebrates Jean-Charles’ French heritage while embracing his passion for California. The JCB portfolio includes lifestyle accessories designed and curated by Jean-Charles, including JCB Jewelry, candles, soaps, and room sprays. JCB has tasting salons in the Napa Valley cities of Yountville and St. Helena, Healdsburg in Sonoma County, and at The Ritz-Carlton hotel in San Francisco. In addition to still and sparkling JCB wines and JCB jewelry, the locations feature glassware, decanters, place settings, and *objets d’art* from luxury brands such as Baccarat, Lalique, Christofle, Saint Louis, and Bernardaud.

JCB and LCBO remind customers to please drink responsibly to fully enjoy the holiday season.

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About JCB by Jean-Charles Boisset

Created by Jean-Charles Boisset, JCB embraces and represents a new height of luxury, uniting the worlds of wine and fashion in luxurious tasting locations and experiences that transcend terroir, reaching beyond the traditional confines of wine to embody style and sophistication. The JCB collection of limited-edition wines and spirits unite centuries of Burgundian family tradition with the graceful exploration of sophisticated terroir. Dedicated to capturing style, JCB wines, spirits and accessories embody an uncompromising personality that transcends the traditional confines and are audacious, unique, and mysterious. For more information, please visit: www.jbcollection.com

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