



**FOR IMMEDIATE RELEASE**

## **JCB by Jean-Charles Boisset to Open Signature Tasting Salon in Healdsburg**

*JCB Tasting Salon - Healdsburg, the fifth JCB location,  
returns to Healdsburg Plaza after five years*

**Healdsburg, CA (July 12, 2018)** – JCB by Jean-Charles Boisset will unveil its new JCB Tasting Salon - Healdsburg at 320 Center Street, just off the town plaza, on July 14. The new salon will bring the worlds of wine and luxury creations together in a unique and inspiring destination at the very location JCB occupied until 2013. The salon will be the fifth JCB location and Boisset’s third property in Sonoma County, joining DeLoach Vineyards in the Russian River Valley and Buena Vista Winery in Sonoma.

“Healdsburg is one of the finest destinations in Wine Country and Northern California. It epitomizes culture, incredible food, a fabulous lifestyle and extraordinary wines,” said Jean-Charles Boisset. “We had to come back on the square with a new excitement and a new vision for a destination immersed in the emerald green of Mother Nature and the deep blue of the Pacific Ocean... that allows people to escape, to enjoy, to dream and to further discover themselves through wine!” Boisset said.

The new JCB Tasting Salon - Healdsburg has been expanded to include a second room and reimagined as a luxurious lounge that reflects and captures the energy and spirit of Boisset and evokes the pleasures of the wine lifestyle. Each JCB salon has its own unique look and feel; the newest space uses fabrics in various rich textures and hues and features a signature sculpture of golden rootstock in the center of the main room. Jean-Charles designed and curated the furnishings, wines, jewelry, and accoutrements of the JCB Tasting Salon - Healdsburg.

The new salon will be open daily and feature the critically acclaimed wines from the JCB collection, including Sonoma wines crafted just for JCB Tasting Salon – Healdsburg and JCB flagship wines such as No. 3 — a Pinot Noir uniting Burgundy and Sonoma — and the Cabernet Sauvignon-based Surrealist, which garnered 100 points from Jeb Dunnuck and 98+ points from *Robert Parker’s Wine Advocate*. Prices per person will range from \$30 for a sparkling tasting to \$40 for a selection of premium wines and \$50 for the highest-end flight. JCB Tasting Salon - Healdsburg will also offer other Boisset Collection wines, including selections from its Burgundian portfolio. In addition to tasting flights, wines by the glass will also be available.

While the new salon is open to walk-in visitors, it is also available for private tastings as well as other custom events and experiences. In the future, pairings from Atelier Fine Foods, Boisset’s gourmet destination in Yountville, will also be available to complement the wines.

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. Like the other JCB tasting salons in Yountville, St. Helena and San Francisco, the Healdsburg location will also feature glassware, decanters, place settings and *objets d’art* from luxury brands such as Baccarat, Lalique, Christofle and Bernardaud.

In addition to wine and lifestyle accessories, JCB recently debuted JCB Spirits, a portfolio of three vodkas (classic, truffle infused and caviar infused) and a gin made from Burgundian Pinot Noir and Chardonnay; the spirits are available in selected states and online.

For photos of the JCB Tasting Salon Healdsburg, please click [here](http://bit.ly/2KVTf2M) (bit.ly/2KVTf2M)

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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](http://www.jbcollection.com).

### **About Boisset Collection**

Boisset Collection 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 25 historical and prestigious wineries and tasting salons 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. Boisset Collection has also branched out beyond wine to offer luxury goods, both of its own design and from partnerships with leading companies. To learn more about the Boisset Collection, please [www.boissetcollection.com](http://www.boissetcollection.com).

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