



## FOR IMMEDIATE RELEASE

### **JCB by Jean-Charles Boisset Brings a New Luxury Wine & Culinary Experience to Yountville with the Opening of the JCB Tasting Salon and Atelier by JCB**

**Yountville, CA. (February 13, 2016)** – JCB by Jean-Charles Boisset today unveiled the JCB Tasting Salon, a wine tasting and luxury lifestyle retail destination, and Atelier by JCB, a gourmet epicerie that offers a curated assortment of gourmet culinary delights in the epicurean heart of the Napa Valley in Yountville. The JCB Tasting Salon encompasses the unique JCB approach that unites exclusive Napa Valley and French wines, luxury, style and retail items curated and created by Proprietor Jean-Charles Boisset. It is a vibrant, luxurious and uniquely designed tasting room that reflects and embraces the art of living elegantly.

The JCB collection of Napa Valley wines is featured in three distinctive flights: the Premium Collection (\$30), the JCB Touch Interactive tasting at the digital touch table (\$40), and The Surrealist flight (\$50). With signature style, the JCB Tasting Salon is an immersive experiential discovery. It includes a first-of-its-kind interactive wine tasting experience at a digital touch table created exclusively for the tasting salon by Ideum, as well as wine preserved and served from Napa Technology wines stations, and the Surrealist Boutique, featuring Jean-Charles's personally-designed jewelry and Surrealist wines. The Surrealist Boutique includes an intimate tasting experience, inspired by the jewelry-adorned Surrealist wine, in a private lounge where wine tasting occurs atop a glass bar that showcases the JCB collection of jewelry. The Surrealist wine and the vessel in which the elixir is held is a piece of art and the inspiration for the Surrealist Boutique at the JCB Tasting Salon.

The JCB Tasting Salon features signature pieces designed by Boisset, as well as a retail boutique that showcases the finest luxury goods producers from around the world, including products such as JCB's custom-designed jewelry collection, candles, perfumes, in addition to a collection of luxury goods Maisons: Lalique (crystal), Baccarat (crystal), Christofle (silver), Bernardaud (porcelain), to name a few, and books from Taschen, Assouline, Rizzoli, Abrams and Chronicle Books.

Boisset is also launching into the world of gastronomy with the unveiling of Atelier by JCB, a gourmet epicerie adjacent to the JCB Tasting Salon that offers a curated assortment of gourmet delicacies. These are an elegantly presented collection of products sourced locally in Napa and Sonoma alongside discoveries from the best international producers from France, Italy, Spain and more. It includes: salts, peppers and spices, mustards, honey, olive oil and vinegar from Boisset's winery estates, smoked salmon, caviar, anchovies, truffles, foie gras, terrines, charcuterie, more than 120 cheeses, chocolate, specialty teas and coffees.

Speaking on the opening of the new JCB Yountville locations, Boisset says, "We are energized and honored to be welcomed by the Yountville community. We are ecstatic to share our vision of wine lifestyle, where wine is at the center of life and is surrounded by beauty, art, historical luxury products including jewelry, crystal, books and the finest of the epicurean world. From the hand-selected artisan gourmet products of Atelier, to jewelry, to fashion and art, and each of the historical maisons, JCB Yountville comprises our world and our ultimate collection, including our own creations. It represents the producers and houses that we adore the most, having been curated for years, and that we desire to share with the world as an extension of our lifestyle and savoir-vivre! This is now here for all to enjoy, to taste and to discover!"

The JCB Tasting Salon and Atelier by JCB are open daily from 11 a.m. to 7 p.m. at 6505 Washington St, Yountville, CA. Both locations can be contacted for tasting reservations or further information at (707) 934-8237 or at [www.jbcollection.com](http://www.jbcollection.com).

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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. JCB is also a collection of rare numbered wines that unite centuries of Burgundian family tradition with the graceful exploration of sophisticated terroir. Dedicated to capturing style within a bottle, JCB wines embody an uncompromising personality that transcends the traditional confines of wine and is audacious, unique and mysterious. St. Helena · Russian River Valley · San Francisco · Yountville  
For more information, please visit [www.jbcollection.com](http://www.jbcollection.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).

## **Maisons featured at the JCB Tasting Salon**

BACCARAT | EST. 1764  
BERNARDAUD | EST. 1863  
CHRISTOFLE | EST. 1842  
DL&CO | EST. 2003  
ERCUIS | EST. 1867

GOYARD | EST. 1853  
LAGUIOLE | EST. 1922  
LALIQUE | EST. 1888  
L'OBJET | EST. 2004  
MARIAGE FRÈRES | EST. 1854

MOSER | EST. 1857  
MARIO LUCA | EST. 2007  
L'ORFÈVRE D'ANJOU | EST. 1710  
RIEDEL | EST. 1956  
E. WEINSTOCK | EST. 2011

## **Atelier by JCB Purveyors**

### **Caviar & Seafood:**

Calvisius  
Frinsa  
Gonidec  
Groix and Nature  
H. Forman and Sons  
Jose Gourmet  
Kaviari  
La Brujula  
Marky's  
Michel Blanchet  
Napa Valley Caviar  
Ortiz  
Petrossian  
Ramon Pena  
Rougie  
Sterling Caviar

### **Cheese:**

Agour  
Andante Dairy  
Bellwether  
Bleating Heart  
Bonati  
Boxcarr Cheese  
Cowgirl Creamery  
Cypress Grove  
Echire  
Gourmino  
Jasper Hill  
Landmark Creamery  
Marcel Petit  
Paccard  
Point Reyes Farmstead  
Rodolphe le Munier  
Rouzaire  
Tomales Farmstead  
Tremblay

### **Charcuterie & Foie**

**Gras:**  
Hudson Valley  
Rougie  
Salumeria Biellese  
Creminelli  
Cinco Jotas  
Hobb's  
La Quercia  
Dehesa Cordobesa  
Charlito's Cocina  
Petrossian  
Alle Pia  
Smoking Goose  
Fabrique Délices

### **Chocolate &**

**Desserts:**  
Mulot and Petitjean  
Angelina  
Bonnat  
Pecou Dragees  
Poco Dolce  
Torn Ranch  
Fossier  
Dunkerquoise  
Kollar Chocolates  
Kubli  
Ginger Elizabeth  
Paris Caramels  
Nuttyness

### **Teat & Coffee:**

Maraige Freres  
Linea Coffee  
Artis Coffee  
La Colombe Coffee  
Angelina  
HiBall  
Izze  
Clearly Kombucha  
Fever Tree  
Baladin  
Lemoncocco

### **Spices & Seasoning:**

Tere Exotique  
Mill & Mortar  
Pollen Ranch

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Please click [here](#) to download images and click [here](#) to view an exclusive video featuring Jean-Charles Boisset.