



J'NOON

**Jean-Charles Boisset, Proprietor of Boisset Collection, and
Kapil Sekhri, Co-Founder of Fratelli Wines, Partner to Present
J'NOON — A Unique Global Collaboration**

*India's First Limited Edition Wines for the World Stage:
JCB NO.47 Brut, J'NOON White and J'NOON Red*

NEW DELHI, INDIA AND ST. HELENA, CA (March 8, 2018) — Jean-Charles Boisset, acclaimed French and American vintner and proprietor of Boisset Collection, a leading family-owned fine wine producer in France and California, collaborated with Kapil Sekhri, the dynamic entrepreneur and co-founder of Fratelli Wines, a premium Indian winery acclaimed for its benchmark quality, to launch "J'NOON" — a collection of limited-edition wines that capture the distinct expression of Indian terroir for the world stage. The wines will launch in the U.S. and UK in the summer of 2018, including a Napa Valley release event in June, and are currently available in India.

Inspired by India's unique culture and beauty, J'NOON is the first collaboration of its kind to create wines from Indian soil that cater to the global market. The project was born out of an inspired partnership with the intention to create the finest wines from Indian terroir. J'NOON is Boisset and Sekhri's artistic take on "junoon" — an Urdu word that means passion.

It is this unrelenting feeling they have tried to capture in 2,400 limited edition bottles of each wine — sparkling, white and red — created with grapes carefully selected and handpicked from the Fratelli estate-owned vineyards in Akluj, a town in the Solapur district of Maharashtra located on the right bank of the Nira River.

Skillfully created by Boisset and the Fratelli team at its state-of-the-art winery, sparkling JCB No. 47, J'NOON White and J'NOON Red are all subtle but also intense. The sparkling wine named No. 47 in honor the year of India's independence is a tribute to the love Jean-Charles Boisset felt for India and its terroir when he visited for the first time. Each of these exclusive numbered bottles of JCB No. 47, J'NOON White and J'NOON Red will have limited circulation.

"We are all driven to wine as a unique offering and treasure of the land and treat it like an art for our senses. I can't think of a better way to describe Jean-Charles than as artist who creates wines. In him, I have been lucky to have discovered the friendship of a very fine man. For Fratelli, it's a glorious moment to be sharing and harboring such a splendid collaboration in J'NOON and JCB No. 47. This is our roar to the world and we hope it will take us to never heights."

—Kapil Sekhri, co-founder of Fratelli Wines

The global launch for J'NOON kick-started in India with a special evening in New Delhi at The

Deck at the Hyatt Regency Delhi, followed by an intimate soirée co-hosted with Chef Manu Chandra at Olive Beach in Bangalore and concluded in Mumbai with a presentation by Master of Wine Sonal Holland at Four Seasons and a dinner at Taj Lands End with General Manager Parveen Chander.

“A deep attraction to India and meeting with the Sekbri family prompted us to seize this extraordinary moment in time to create unique wines that capture our dream of India, add another dimension to our family of wineries, and create a new vision of the Indian wine world. India is one of the last bastions of discovery for wine. Our mission is to make a cultural statement that elevates and enhances the luxury fine wine culture of a nation whose richness, diversity, profound sensory expressions, incredible terroir and renowned cuisine awakens the senses and inspires all who have experienced it. J’NOON wines and the terroir of Akluj adds another dimension of texture, vitality, flavor and aroma to the wine world. J’NOON is a calling and a celebration of all our senses. Enjoy this incredible journey.”
—Jean-Charles Boisset, proprietor of Boisset Collection

JCB No. 47 Brut, Akluj

100% Chardonnay Brut

We named this single-vineyard sparkling wine No. 47 in honor of the year of India’s independence, 1947. From the sandy soils in Motewadi, the wine has prominent mineral notes with aromas of green apple, tropical fruit and brioche; it is rich in the mouth with great texture, yet dry and beautiful to pair with Indian cuisine. The wine was barrel fermented in French oak barrels and then the secondary fermentation took place in the bottle, following the *methode traditionnelle* of sparkling winemaking. The wine spent a total of 24 months in barrel and bottle before release.

SRP – Rs. 3500 / \$50 USD

J’NOON White 2016 Akluj

60% Chardonnay,
40% Sauvignon Blanc

This blend of barrel-fermented Chardonnay and Sauvignon Blanc from the sandy and rocky soils of Garwar combines the green apple, white pear and stone fruit flavors of Chardonnay with the fresh, vibrant lime, lemongrass, white pepper, jasmine and herbaceous fruit flavors of Sauvignon Blanc. This white wine places our palate between Pouilly-Fuisse and the white wines of the Northern Rhône Valley. The wine was aged for 12 months in French oak barrels and stainless-steel tanks.

SRP – Rs. 2500 / \$40 USD

J’NOON Red 2016 Akluj

Cabernet Sauvignon 57.5%,
Petit Verdot / Marselan 38.5%, Sangiovese 4%

This blend of Cabernet Sauvignon, co-fermented Petit Verdot and Marselan, and Sangiovese in Garwar spent 24 months in French oak barrels and stainless-steel tanks. The Cabernet Sauvignon contributes backbone as well as freshness to this exquisite blend. The Petit Verdot, Marselan and Sangiovese grapes paint the wine deep purple and provide luscious flavors of black fruits with

structured tannins, a full body and a long, silky finish. It places us to the right bank of Bordeaux, with freshness, notes of spearmint and graphite against a backdrop of cedar and fresh tobacco. Bone dry, it would pair beautifully with rich foods.

SRP – Rs. 4000 / \$60 USD

Please click [here](#) for photos of J'NOON wines and their creators (<http://bit.ly/2oSKzwG>).

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About Jean-Charles Boisset and Boisset Collection

Jean-Charles Boisset (often known as JCB) is an acclaimed French and American vintner and the proprietor of the Boisset Collection which comprises more than 24 wineries in California, France and Canada, boasting more than 20 centuries of combined heritage. Born into the world of wine in the village of Vougeot, Burgundy in France, his lifelong passion for wine began as a child, growing up above the cellars and within view of the centuries-old vineyards of Château du Clos Vougeot, the epicenter and birthplace of Pinot Noir and Chardonnay.

The family winery, founded by his parents Jean-Claude and Claudine in 1961, boasts an innovative and entrepreneurial spirit in one of the most traditional winegrowing regions in the world. Today, the collection includes wineries that share more than 20 centuries of combined winemaking heritage and tradition in some of the world's most prestigious terroirs, from Burgundy to the south of France, to California's Napa Valley, Russian River Valley and Sonoma Valley.

The Boisset Collection unites the old and new worlds of wine with its Franco-American spirit and wineries on two continents. It is one of the world's leading family-owned luxury fine wine companies with acclaimed wineries that include Buena Vista Winery and DeLoach Vineyards in Sonoma County; Raymond Vineyards in Napa Valley; Domaine de la Vougeraie, Jean-Claude Boisset, and Bouchard Aîné in Burgundy; Mommessin and Château Pierreux in Beaujolais; Bonpas in the Rhône Valley; Fortant in the south of France; and the JCB collection of limited-edition wines from France and California.

About Kapil Sekhri and Fratelli Vineyards

Kapil Sekhri is a young, dynamic industrialist from Delhi. While holidaying in Tuscany, Kapil was introduced to the world-famous Chianti wines. From that moment on, wines were a passion with him and it was inevitable that one day, along with the Secci brothers and super Tuscan winemaker Piero Masi, Fratelli Wines would be born with the vision to become a leading wine producer in India a decade later.

Fratelli, meaning brothers in Italian, is the story about seven brothers joining hands together to create a benchmark in the Indian wine scene. A collaboration between three families — the Secci brothers from Italy, the Sekhri brothers from Delhi and the Mohite-Patil brothers from Akhuj — the partnership intends to bring the conjunction of Italian winemaking tradition with favorable Indian terroir to the wine market.

Not having left any stone unturned to make wines of an international standard in India, Fratelli has been lauded every year for its consistency, quality and excellence at the world's most influential and comprehensive wine competitions. The house of Fratelli has been steadily gaining international recognition and bringing Indian wines to the forefront with 25 international awards within a short

span. Today with its latest vintage, they are present in 16 Indian states with over 80 wines (including imported wines) on offer and have an international presence in the UK, USA, Italy, Netherlands, Hong Kong and Japan.

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