



Passion for Wine: A Dynamic New Approach to Wine Education

“The Spectrum of Style” concept deconstructs wine tasting and helps determine personal wine styles

ST. HELENA, CA (March 14, 2018) – A book from two exceptional wine personalities charts a refreshing new path forward in wine education. In *Passion for Wine: The French Ideal and the American Dream*, Vintner Jean-Charles Boisset and wine educator/sommelier Marnie Old share compelling ideas and practical skills to take the stiffness out of wine and put the joie de vivre back in. The book launched in March and is available in the California tasting rooms of Boisset Collection properties in Napa Valley, Sonoma County and San Francisco as well as online.

Using a concept called “The Spectrum of Style,” *Passion for Wine* clearly and concisely explains why wines taste the way they do and how to zero in on styles that suit individual tastes. From voluptuous and vivacious whites to elegant, sensuous and powerful reds, The Spectrum of Style framework groups flavor families shaped by ripeness — a universal principle that can be used as a navigational tool for finding favorite wine varieties and styles.

“To enjoy a glass of wine requires no prior knowledge, but with the right words we can express the magic of this elixir that elevates life’s precious moments and strengthen the bonds of love and humanity that connect us all!” said Jean-Charles, proprietor of Boisset Collection.

Elegant in its simplicity and practical in its real-world relevance, *Passion for Wine* gives readers the confidence to make educated guesses based on a few central truths that help explain wine’s extraordinary variations of style.

“I may be seen as an expert, but I learned a lot about wine in a whole different way reading this book and heartily recommend *Passion for Wine* for novices and aficionados alike,” said wine educator Kevin Zraly, founder of Windows on the World Wine School. “Marnie Old’s innovative infographics and insightful simplifications do wonders to make sense of wine’s complexity without dumbing it down or overwhelming the reader with excessive detail. Franco-American vintner Jean Charles Boisset’s irrepressible energy and love of history bring wine’s fascinating story to life and remind us why wine is so good for the soul. *Passion for Wine* is one of the most exciting and effective introductory wine books I’ve seen in years and a delightfully easy read.”

Using the lessons of Franco-American history, the principles of sensory science, the power of visualization and the reassuring constancy of Mother Nature’s ways to make sense of wine, the book helps readers learn a handful of powerful ideas to enable them to explore wine with confidence. Infographics and images convey wine’s most complex concepts with ease, instilling knowledge that separates the wine expert from the wine novice.

“If you find wine to be delectable, transcendent and captivating but also confusing, frustrating or overwhelming — then fear not, *Passion for Wine* is the book for you,” said Marnie Old.

Passion for Wine also provides an easily understandable overview of the history of wine, fundamentals of wine tasting, noble grape varieties, vineyard and cellar practices and food and wine pairing. The book takes a refreshingly direct approach as intellectually unconventional, sensually exciting and visually stimulating as a glass of the finest French bubbles.

Find *Passion for Wine* at Raymond Vineyards in St. Helena, JCB Tasting Salon and JCB Salon Privé in Yountville, Buena Vista Winery in Sonoma, DeLoach Vineyards in Santa Rosa and in San Francisco at Wattle Creek and the JCB Tasting Lounge in The Ritz-Carlton Hotel. The book can also be purchased online [here \(bit.ly/2FOHvvi\)](#).

For images, please click [here \(bit.ly/2tIQFVB\)](#).

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About the Authors

Jean-Charles Boisset was born into the world of wine in the village of Vougeot, Burgundy, and today leads the family firm, a collection which includes wineries in France and California that share more than 18 centuries of combined winemaking heritage in some of the world's most prestigious terroirs. Jean-Charles embodies passion for wine and brings the Franco-American spirit to life.

Marnie Old is a gifted sommelier and an award-winning wine author, known for her insightful infographic explanations of complex wine topics. She serves as an ambassador at large for the Boisset Collection as she shares her passion as an expert speaker on wine across the country and around the globe.

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 twenty-five 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 historic companies such as Baccarat, Lalique, Christofle and Bernardaud. To learn more about the Boisset Collection, visit www.boissetcollection.com.

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