

## Enter the world of Jean-Charles Boisset at his JCB Tasting Salon in Yountville f Like 0

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March 1, 2016



Oh, to live the life of [Jean-Charles Boisset](#). The French-born charmer effuses joie-de-vivre that is palpable and infectious. The proprietor of a multitude of California and French wineries, Boisset indulges unabashedly in the lap of luxury. As the ultimate bon vivant, his is a life filled with fine wine, fine food, and the finest accoutrements the world has to offer. And lucky for the general public, he likes to share.

Step into Boisset's orbit at his new [JCB Tasting Salon](#) in [Yountville](#) where he has curated a realm of overt opulence. This wine tasting and lifestyle retail destination is unlike anything you'll find in Yountville, and possibly unlike anything you'll find anywhere – except at another JCB property. Leopard print banquettes line one corner, crystal chandeliers revolve above, LED backlit shelving changes color, images on a piece of framed artwork transform every few seconds, presenting surreal masterpiece mash-ups, and a separate tasting area is lined in red velvet. It's shamelessly outrageous, a bit vampy and a whole lot of fun.

But behind all of this sensory amusement is a singular theme – quality. Only the best will do for Boisset, and he, in turn, offers only the best to you. Those chandeliers? They are by [Baccarat](#), the world's premier hand-crafted luxury crystal maker. The china? It's [Bernardaud](#), the famed French porcelain company. And the silver? It's [Christofle](#), a leader in the art of tableware. Displays of each of these brands, and others, such as Goyard leather goods, are highlighted throughout the space and all items are for sale. Boisset makes it easy to replicate a lifestyle where dream meets reality.

Ultimately though, at **JCB**, it's all about the wine. Boisset's signature label features both style and substance - and a bit of Boisset himself. These wines, and the story behind each, are as charismatic as their creator, and a bit of Boisset's personality is infused into each unique blend – all identified by a particular number, all having personal meaning to Boisset. No 39, a Cremant de Bourgogne Brut, was named for the year his grandparents fell in love. No 9, a Brut Chardonnay, was created in honor of his 2009 marriage to the lovely Gina Gallo. No 22, a Sonoma Coast Pinot Noir, represents Boisset's favorite number twice, and his claim that this wine has twice the intensity and grandeur of most Pinot Noirs.

**JCB** immerses guests in experiential discovery with three distinctive flights tastings: the Premium Collection at \$30, the JCB Touch Interactive tasting at their state-of-the-art digital touch table at \$40, and the Surrealist Flight, a \$50 event, held in the private Surrealist Boutique where you're surrounded by Boisset's personally-designed jewelry collection. You're not unlikely to find Boisset himself leading all tastings, but leave it to his knowledgeable and welcoming staff to aptly fill-in if he's not on premises.

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 an artfully curated assortment of the best cheeses, caviars, and salumi.

You might leave the **JCB Tasting Salon** a bit lightheaded – is it the wine, the indulgent food, the opulence, or the surrealist décor? An afternoon at JCB is to enter another world – the world of Jean-Charles Boisset. And what a wonderful and fantastical world it is.

JCB Tasting Salon, 6505 Washington St., Yountville, CA. Open daily from 11am - 7pm. (707) 934-8237.

