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Cutting It Up at JCB Tasting Salon

Jean Charles Boisset, left, and Yountville Mayor John Dunbar attend to the official duties of ribbon cutting during the grand opening party last Saturday afternoon at the JCB Tasting Salon and Atelier on the corner of Washington and Mulberry Streets. See related story on Page 8 and other reporting in Out and About on Page 7. (Photo by Sharon Stensaas.)



An elaborate skirt constructed to display dozens of wine glasses is worn by one of the hostesses at Saturday's grand opening of the JCB Tasting Salon and Atelier. (Photo by Sharon Stensaas.)

JCB, aka Jean Charles Boisset, came to town with his vast array of wine, jewelry, epicurean food and a fanciful fan dancer! For the grande opening an estimated 250 folks converged in a tent behind the new business at the corner of Washington and Mulberry Streets.

The new JCB Tasting Salon is delightful and vibrant. The height of luxury, it has chandeliers and lots of red velvet plus a gourmet delight.

My friend Carol Fink and I were checked in by Meg Russel, got our animal print wristbands and shook hands with Jean Charles, who was dressed in a burgundy colored jacket and Cheetah-patterned shoes.

We toured around the abundantly decorated space with animal print floor covering, framed mirrors on the ceiling and exquisite crystal vases.

Dylan Elliott, digital marketing specialist, showed us the smart table. You have to see it to understand it. I gawked at the fabulous jewelry and picked out some I loved.

The Atelier had cheeses (aged goudas, aged goat, charcuterie, etc., etc.) caviar, chocolates, teas and coffee -- enough for a picnic and then some.

Present were half the citizens of the town but I will name a few -- my cousin Vinnie Ruggerio and his Marsela, Len and Gail Huseby, Mayor John Dunbar and wife Robin, Councilwoman Margie Mohler and Tim Bringman, Councilwoman Marita Dorenbecher and husband John, Town Manager Steve Rogers, Marissa Low, Dawn Dickens, Marilyn Harris, Carla Jaeger, Cindy

Saucerman, Marion Ladbrook and Tom Layman and his wife Liza, who are part timers here with their French Bull Dog named Rupert.

My good neighbor Liz Dolwig was there with Peach Knittel. Peach's son Greg Knittel (that 6 ft., 6 in. gentleman) was general contractor on this project. "Man about Town" Michael Beeson was there, and so was my "favorite hug" Brian Plescia.

Jan Fechter, V Marketplace manager, and Donna Egan are both expectant grandmothers! I met Dennis Keller (no relation to Thomas) and his wife Annette. Steve and Pat Bardesson, Devon Avery and Carrie Dorman were there and many more.

The music was great and that "fan dancer" beautiful!

Protect yourself from hackers and enjoy safe surfing on the internet. There are simple and effective ways to avoid being a victim. You cannot do defense unless you know offense.

If you want to know simple and effective ways to protect

Boisset Opens Tasting Salon, Brings Curated Food Delicacies Too

Jean Charles Boisset Saturday unveiled in Yountville 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 delights.

The JCB collection of Napa Valley wines is featured in three flights: the Premium Collection (\$30), the JCB Touch Interactive tasting at the digital touch table (\$40) and The Surrealist flight (\$50).

The JCB Tasting Salon 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 wine stations and the Surrealist Boutique, featuring Boisset's

personally-designed jewelry and Surrealist wines.

The tasting room also features a retail boutique showcasing fine luxury goods from around the world, including a jewelry collection, candles, perfume, Lalique and Baccarat crystal, Christofle silver and Bernardaud porcelain.

At Atelier by JCB, a gourmet epicerie adjacent to the tasting salon, a curated assortment of locally-sourced delicacies from Napa and Sonoma are available alongside discoveries from international producers from France, Italy, Spain and more. Salts, peppers and other spices, mustards, honey, olive oil and vinegar from Boisset's winery estates, smoked salmon, caviar, anchovies, truffles, foie gras, terrines, charcu-

terie, more than 120 cheeses, chocolate, specialty teas and coffees are offered for sale.

Boisset commented, "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 and the finest of the epicurean world. From the hand-selected artisanal 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!"

JCB Tasting Salon and Atelier by JCB are open daily from 11 a.m. to 7 p.m. at 6505 Washington St., Yountville.