

# A WINE WORLD RE-IMAGINED



**BOISSET**  
*Collection*

CULTIVATE. CURATE. CELEBRATE.



## **BIENVENUE!**

It is with great delight and honor that I introduce you to a wine world re-imagined. Uniting centuries of my Burgundian family tradition with a passion for the graceful sophistication of California terroirs, our collection of wineries reflects our Franco-American heritage, bringing together the best of the old world and new world into one world of wine.

At Boisset, we embrace l'Art de Vivre, the Art of Life. Celebrating passion, artistry, craftsmanship, style and community, we believe the world of wine is something to be shared by all. And, we want to share that world with you.

Let us bring the best from our tasting rooms into your living room, creating the ultimate social wine experience. Now you and your friends can enjoy a personalized wine tasting in the comfort of your own home. Your Boisset Ambassador will serve as your personal curator, understanding your unique taste and style, introducing you to one of the most exciting wine communities in the world - the Boisset Wine Society.

Please join us in celebrating and enjoying the best of the wine lifestyle together!

*Jean Charles Boisset*





# THE TASTING *Experience*



## OUR PHILOSOPHY

We believe that every wine has a story and every component has a purpose from the ground, to the vine, to the grape, to the glass. And every taste, a moment to treasure. We want to bring that experience to you.

## ENJOY THE WINE DISCOVERY

Take the guesswork out of choosing the right wine for you. As an educated wine curator, your Boisset Ambassador will share the best of our collection, understand your personal taste and confidently deliver the right wine profile to suit your palate, budget and occasion.

## SHARE THE EXPERIENCE

Host or attend a Boisset Tasting Experience and be transported to a world of wine re-imagined with a completely unique social gathering that blends the art of hospitality, access to extraordinary wines and home entertaining into one memorable experience. Embark on an adventure in wine as your Ambassador guides you and your guests on a fun tasting using Boisset's Spectrum of Style— an approach that simplifies the vast world of wine into five style categories: Vivacious, Voluptuous, Elegant, Sensuous and Powerful. Enjoy learning how to best pair your favorite wines with the food you love and selecting the perfect wines for any occasion. As a Host, enjoy a 50% savings on your favorite wine selections simply by opening your home.

*To host a Boisset Tasting Experience, contact your Ambassador.*







# THE **BOISSET** *Collection*

Whether you enjoy vivacious sparkling wines, elegant Burgundies, powerful Napa Cabernets or sensuous Sonoma Pinots, the Boisset Collection offers the most diverse collection of high quality wines. Our Ambassadors have access to more than 100 allocated wine selections from our family of award-winning wineries, many of which are not available in our tasting rooms or produced in quantities of 500 cases or less.

**BUENA VISTA WINERY**  
**BONPAS**  
**BOUCHARD AÎNÉ & FILS**  
**CHÂTEAU DE PIERREUX**  
**DELOACH VINEYARDS**  
**DOMAINE DE LA VOUGERAIE**  
**FRENCHIE WINERY**  
**FRENCH RABBIT**  
**FORTANT**  
**JCB BY JEAN-CHARLES BOISSET**  
**JEAN-CLAUDE BOISSET**  
**J. MOREAU & FILS**  
**LOUIS BERNARD**  
**LOUIS BOUILLOT**  
**LOCKWOOD VINEYARD**  
**LYETH ESTATE**  
**MOMMESSIN**  
**RAYMOND VINEYARDS**  
**ROPITEAU FRÈRES**  
**WATTLE CREEK WINERY**



## MEMBERSHIP *Re-Imagined*

Wine Society members receive curated wine shipments conveniently delivered on your selected schedule at special pricing. There is no minimum commitment or enrollment fees, and each Wine Society delivery can be tailored to your personal taste and budget. And did we mention the fun? Our legendary winery events, highly rated wines, and curated personal service provided by your Ambassador exceed any traditional wine club.

### Wine Society Member perks include:

- 20% savings on wines, in-home tasting experiences, JCB jewelry and wine accessories
- Customizable shipments from more than 100 allocated wine selections
- Choice of shipment frequency, preferred varietals and number of bottles
- Personal wine concierge services through your local Wine Ambassador
- Complimentary tastings at any of our Boisset Estate wineries
- VIP pricing to winery events and special tastings across the country
- The best wines on hand for everyday or any occasion

To join, visit  
[my.boissetcollection.com/winesociety](http://my.boissetcollection.com/winesociety)





# PROPERTIES AND EXPERIENCES

## FAMILY OWNED AND OPERATED

Our collection of wineries is bound together by a common cause: authentic, terroir-driven wines in historical estates spanning the most prestigious wine-growing regions. Founded in 1961, Boisset is the leader in the Rhône Valley and Burgundy, accounting for a third of the world's production of Burgundy wine combined with a portfolio featuring premier wineries in the US. The Boisset Collection reflects its Franco-American heritage throughout its portfolio, uniting the best of the old and new into one wine world.

## CURATED STYLE

We embrace and celebrate a certain art de vivre to complement the true experience of the wine world. We have hand curated some of our most beloved items from Christofle Paris, leader in the art of silver, Baccarat, who has defined entertaining into an art, Riedel Stemware and a host of other exquisite luxuries.

## DESTINATIONS OF DECADENCE

Epicurean adventures at Atelier Fine Foods, tasting experiences at the Buena Vista Press House, evenings of allure and opulence under the Baccarat chandeliers in the Raymond Crystal Cellar, even a winery dedicated to our furry friends (Frenchie) — all just a few of the marvelous properties and experiences we invite you to enjoy.







# BUENA VISTA WINERY

*Sonoma, California*

## CALIFORNIA'S FIRST. CALIFORNIA'S FINEST.

Founded in 1857, Buena Vista Winery is California's first premium winery. Referring to Sonoma as the home of "purple gold," the founder, Count Haraszthy, seized the opportunity to apply the proven practices of the European wine world to the Americas, a vision shared by Jean-Charles Boisset.

Buena Vista Wines are crafted from grapes across Sonoma and Napa, allowing a vast portfolio of wine varieties and styles. Each and every step of our winemaking process is designed to articulate the exceptional character of these grapes.

A lifelong passion of Jean-Charles Boisset, Buena Vista has been restored to its glory days. The first wine caves in California, the outdoor dining areas, Bubble Lounge Brunch and the Champagne Cellars are just some of the many delights Buena Vista has to offer.



Winery of the Year, California Tourism Association  
California Preservation Design Award



# DE LOACH VINEYARDS

*Russian River Valley, California*

## THE RUSSIAN RIVER VALLEY ORIGINAL

DeLoach Vineyards has pioneered Pinot Noir, Chardonnay and Zinfandel in the Russian River Valley since 1975. When the Boisset family bought DeLoach Vineyards in 2003, it brought in two truckloads of compost, enlivening and enriching the soil. In 2004, it removed every single vine, losing production for at least seven years – all with a commitment to Biodynamic® farming and the crafting of authentic Burgundian wines. Each aspect of the 20-acre farm, from fruit to animal, contributes to the wine as well as each technique, from cow horns filled with compost to promote winter growth to using the lunar cycle to determine harvest.

DeLoach Vineyards' innovation extends from the farm to the cellar, bringing the Burgundian heritage and traditional winemaking techniques of Boisset to the unique Russian River Valley. The result, extraordinary wines.



Winery of the Year, Wine & Spirits Magazine  
Forty 90+ point ratings from Wine Spectator,  
Wine Enthusiast, and Wine & Spirits in the past 2 years

*Estate Vineyards certified by CCOF, Demeter Biodynamic®*



# RAYMOND VINEYARDS

*Saint Helena, California*

## A RENAISSANCE OF THE NAPA VALLEY

Founded in 1974, Raymond Vineyards is one of Napa Valley's preeminent producers and sustainable wine leaders. Five generations of the Raymond family imbued the winery with a sense of its deep roots in the Napa Valley. Under their guidance, the winery built an enduring reputation for elegant wines with a beautiful balance of finesse, power and complexity.

Today, the winery, under the vision of Jean-Charles Boisset, unites it's highly-regarded fine wine and elegance with education and entertainment, creating an unforgettable experience. Be a Winemaker for a Day, learning the winemaker's art while blending your own red wine from Napa's esteemed appellations, or indulge in the lifestyle at the Annual Crystal Cellar Costume Ball - the most coveted ball in Napa.



Winery of the Year,  
Wine Enthusiast Magazine

*Estate Vineyards certified by CCOF, Demeter Biodynamic®, Napa Green, Fish Friendly Farming and California Sustainable Winegrowing Alliance*



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So honored to receive this *high rating in Wine Spectator*; special thanks to Raymond Vineyards for working with me to create a *world class wine*.

**JOHN LEGEND**

## LEGEND VINEYARD EXCLUSIVE

Grammy and Oscar-winning singer and songwriter John Legend joined with Raymond Vineyards to create the LVE collection. LVE brings together classic elegance, rich complexity and modern soul.





# JCB WINES

## CELEBRATING TIME. TRANSCENDING TERROIR. EMBRACING STYLE.

Each with its unique personality — audacious, mysterious, passionate, subtle — all revealed from one bottle to another by a distinct number...this is the spirit of JCB, a collection of rare numbered wines composed by Jean-Charles Boisset.

## LUXURY TASTING SALONS

Settle into animal print chairs beneath gilded mirrors and savor a premium flight poured in a private boutique, surrounded by Baccarat crystal, Christofle silver and JCB's own custom designed jewelry at the JCB Tasting Salon in Yountville.

Relax in the opulent setting of the JCB Tasting Lounge in the San Francisco Ritz-Carlton, while sipping on some of the finest bubbles from the JCB collection. You can also experience these uncompromising wines by appointment at the JCB Lounge at Raymond Vineyards, the JCB Winery at DeLoach Vineyards or the elegant Bubble Lounge at Buena Vista Winery.

## EPICUREAN EXPERIENCES TO AWAKEN THE SENSES

Enjoy premium imported caviars, a selection of the finest cured meats and cheeses from around the globe and other exquisite culinary delights at Atelier Fine Foods in Yountville, CA.



30 JCB wines rated 90 points or above by top wine critics in the last 2 years



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What if we could capture *style* and hold it in a bottle? What if *heritage and promise* could be entwined? What if *personality* — audacious, passionate, unique, subtle, mysterious — was revealed from one bottle to another by a number, until it was all held within a *limited collection* of fine wines? The answer to these questions is JCB, a new way of thinking about wine... a new way of exploring *taste and style*.

**JEAN-CHARLES BOISSET**



# GIVE THE GIFT *of Boisset*

At Boisset, we believe in sharing in the art of life. From epicurean delights to trend-setting style, you can't go wrong with any of the exquisite gifts the Boisset Collection has to offer. To order, contact your Ambassador.



## THE BOISSET WINE SOCIETY

Give the gift of membership with the Boisset Wine Society, our exclusive experience with access to member only wines, events and dinners guided by renowned winemakers, sommeliers and celebrity chefs. Your gift recipient will receive selections of hand-picked, small production wines shipped direct to their front door.

## JCB COLLECTORS

Our most privileged membership experience—JCB Collectors secure access to the most allocated & prized wines of the JCB Collection, including No 1 and No 10 Cabernet Sauvignon, No 3 Pinot Noir and The Surrealist by JCB, through an automatic, recurring futures reservation.

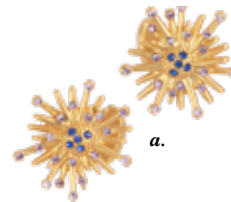


## CUSTOM LABELS

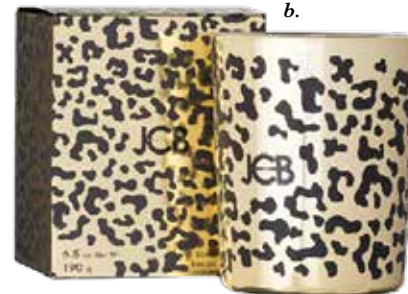
Boisset pairs personalized labels with our amazing wines to provide a unique experience for any occasion. Create your very own custom label wine and capture the moment.

## FOR THE EPICUREAN

Enjoy an assortment of curated culinary delights from the finest producers in Napa, Sonoma, France, Italy, Spain and more.



a.



b.



c.

*Designed by  
Jean-Charles himself*

## FOR THE TREND SETTER

From candles inspired by the vine, to exquisite jewelry designed personally by Jean-Charles, the JCB Collection features just a few of the treasures that represent the lifestyle of Boisset. a. *“Explosive Grape” Cufflinks, \$95* b. *JCB Leopard Candle, \$50* c. *“Blue Fun of Hope” Brooch and Necklace, \$150* d. *JCB “Explosive Grape” Bracelet, \$195*



d.



# FROM OUR COMMUNITY TO YOURS

From Sonoma to Burgundy, the Boisset family makes a global commitment to support local communities through numerous charities, including Wine, Women & Shoes, Breast Cancer Research, the ASPCA and wine auctions. Through Auction Napa Valley, the Boisset Collection raises millions to help ensure that every child in Napa County enters Kindergarten ready to learn, to fund drug treatment centers, to provide subsidies for family health insurance, and to support Alzheimer's services and many more programs that bring vital hope to the community. Supporting education, health, breast cancer awareness, domestic violence prevention and many of the other challenges facing our local communities, the Boisset community, as a whole, believes strongly that together, we are better.



## AUCTION NAPA VALLEY

The nation's highest charity wine auction, the Auction Napa Valley set a new record with the help of Raymond Vineyards and John Legend.



## WINE, WOMEN & SHOES

Serving as the "Best in Shoe" judge and winery partner at the Voices for Children event, Jean-Charles and Boisset Estates helped raise a record \$305,000 to support foster children in San Diego.



## FRENCHIE WINERY

Frenchie, the stout sidekick of Jean-Charles, has his own label to support our furry friends at the ASPCA.



# POUR YOUR PASSION AS A **BOISSET AMBASSADOR**

As Boisset Ambassadors we excel at sharing exceptional wines and boutique merchandise through tasting experiences that over-deliver on hospitality and quality. We take pride in providing exceedingly personal service as educated curators, offering access to a lifestyle of luxury through entrepreneurialism and innovation.

Whether you are a wine connoisseur or simply have a passion for the lifestyle, you will flourish in this exciting opportunity. Become a Boisset Ambassador and join our family. Connect with me today.

CONTACT ME TO **LEARN MORE**