

OLD WORLD, NEW WORLD EXPERIENCE

BOISSET
Collection



Explore Both the Old World and the New

The terms “Old World” and “New World” may sound archaic but are still used in the wine world because they pinpoint a useful generalization. Not only are European wines often labeled according to their own unique system, but they typically taste different from wines made elsewhere, often lighter, earthier and drier for instance, even when the same grape variety and same winemaking methods are used.

France: A Cold-Climate Specialist

Old World wine regions are almost always colder and cloudier than the New World wine regions, which gives them different strengths and weaknesses. Most notably, they specialize in styles that require fruit to be harvested before peak ripeness, such as sparkling wines and dry rosé wines, as well as more delicate unoaked whites and reds. The clearest example is sparkling wines, which always taste best from fruit of very low ripeness and tend to hail from the coldest regions. But the Old World also makes the best dry rosé wines, made from grapes harvested earlier than usual in warmer zones of Europe.

Why do European Wines Taste So Distinctive?

When comparing wines of the same style, European grapes tend to achieve lower degrees of overall ripeness, resulting in more delicate wines that feature more savory earthy flavors and less jammy fruit flavors. Why? Old World wine regions are on the cooler end of the climate spectrum, with less sun and less heat. Old World wines are also often geared toward time-honored goals like aging well and flattering local cuisine since they are influenced by centuries of winemaking heritage.

How do New World Wines Compare?

When comparing wines of the same style, grapes grown in the wine regions of the Americas and Southern Hemisphere typically achieve higher degrees of overall ripeness, resulting in stronger, heavier wines that feature more jammy fruit flavors and less prominent savory, earthy flavors. Why? Most New World regions are considerably sunnier, warmer, and drier in climate, which makes it easier to achieve higher degrees of grape ripeness. New World wines also tend to be more modern, innovative and designed around very different priorities, such as pleasing a global audience on first sip and impressing wine critics.

California: A Warm-Climate Specialist

If it were its own nation, California would rank as the New World’s top wine producer and also the one with the warmest vineyard regions on earth. As a result, California vintners specialize in wine styles that benefit from higher grape ripeness, namely full-bodied red wines and other richly textured styles over 14% alcohol. The prime example is Cabernet Sauvignon, which may be native to France but is now more popular in richer styles from warmer places like sunny California. The valleys of Napa and Sonoma produce the world’s ripest and most beautifully balanced Cabernet Sauvignon!

BOISSET *Collection*

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VIVACIOUS | CÔTES DE PROVENCE ROSÉ JCB Nº 5

2020 Provence, France | Grenache w/ Cinsault, Syrah
Europe Makes the Best Low-Ripeness Styles: Think Rosé & Bubbles
Brisk, Subtle & Quite Dry - Marvelous Alone & with Seafood
\$35 Retail / \$28 JCB Collectors & Wine Society Members



ELEGANT | MARSANNAY ROUGE JEAN-CLAUDE BOISSET

2018 Burgundy, France | 100% Pinot Noir
Cooler French Vineyards Make Leaner, More Delicate Pinot Noir
Lighter, Earthier & Drier - Oriented Toward Flattering Food
\$65 Retail / \$52 JCB Collectors & Wine Society Members



ELEGANT | PINOT NOIR DELOACH "STUBBS VINEYARD"

2019 Marin County, CA | 100% Pinot Noir
Warmer California Vineyards Make Stronger, Fruitier Pinot Noir
Riper, Plumper & Fruitier - Oriented Around Wowing on 1st Sip
\$55 Retail / \$44 JCB Collectors & Wine Society Members



POWERFUL | CABERNET SAUVIGNON SECRET INDULGENCE "TAROT"

2018 Napa Valley, CA | Cabernet Sauvignon w/ Merlot, P. Verdot, Cab. Franc
Warmer California Vineyards Make the World's Best Cabernet Sauvignon
Dense, Dry & Dramatic - Superb with Steak & Lamb
\$59 Retail / \$47²⁰ JCB Collectors & Wine Society Members

VIVACIOUS

Brisk refreshing whites, bubbles and rosés

VOLUPTUOUS

Richly textured barrel-aged white wines of opulence

ELEGANT

Dry, tangy reds, classically-styled & food-oriented

SENSUOUS

Soft, midweight red wines of pure pleasure

POWERFUL

Intense, age-worthy red wines of substance

Details at My.BoissetCollection.com | To order, contact your Ambassador or Customer Care at 855.233.5155 / customer care@boisset.com

BOISSET *Collection* - Order Request

| WINE NAME & VINTAGE | RETAIL PRICE | WS & JCB MEMBER | # OF ITEMS | TOTAL PRICE |
|----------------------------------------------|--------------|--------------------|------------|-------------|
| JCB Nº 5 Côtes de Provence Rosé | \$35 | \$28 | _____ | _____ |
| Jean-Claude Boisset Marsannay Rouge | \$65 | \$52 | _____ | _____ |
| DeLoach "Stubbs Vineyard" Pinot Noir | \$55 | \$44 | _____ | _____ |
| Secret Indulgence "Tarot" Cabernet Sauvignon | \$59 | \$47 ²⁰ | _____ | _____ |
| _____ | _____ | _____ | _____ | _____ |
| _____ | _____ | _____ | _____ | _____ |

- I am interested in hosting a future Boisset wine tasting experience.
- I am interested in becoming a JCB Collector.
- I am interested in becoming a Boisset Independent Wine Ambassador.
- Please enroll me as a BOISSET WINE SOCIETY MEMBER to receive 20% off regular quarterly shipments that are 100% customizable including this initial order of 3 bottles or more plus shipping discounts and exclusive member -only perks!

TOTAL _____

No fee to join. Select preference for wine style and bottle quantities below:

WINE STYLE: Full Spectrum Red Spectrum White Spectrum

BOTTLE QUANTITY: 3 Bottles 6 Bottles 12 Bottles

I agree to the enrollment of automatic BOISSET WINE SOCIETY shipments. See website under "Join" tab for complete details. Initial here _____

BILLING INFORMATION

Name: _____

Street Address: _____

City, State & Zip: _____

Email Address: _____ Phone: _____

SHIPPING ADDRESS (if different)

Name: _____

Company Name: _____

Street Address: _____

City, State & Zip: _____

PAYMENT INFORMATION

Name on Credit Card (if different from above): _____

Credit Card Account Number: _____

Expiration Date: _____ CVV: _____ Birthday: _____

FLAT GROUND SHIPPING RATES | \$25 per order or \$20 for Members | All \$750+ Orders SHIP FREE
Some exclusions apply - see website for details. | Adult signature required for all shipments.