

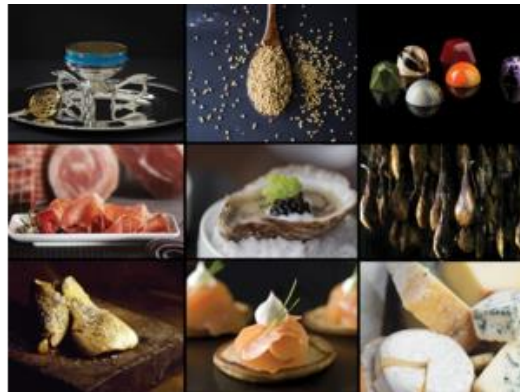
JCB TASTING SALON AND ATELIER BY JCB OPEN IN YOUNTVILLE

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JCB by Jean-Charles Boisset today unveiled 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 culinary delights in the epicurean heart of the Napa Valley in Yountville. The JCB Tasting Salon encompasses the unique JCB approach that unites exclusive NapaValley and French wines, luxury, style and retail items curated and created by Proprietor Jean-Charles Boisset. It is a vibrant, luxurious and uniquely designed tasting room that reflects and embraces the art of living elegantly.

The JCB collection of NapaValley wines is featured in three distinctive flights: the Premium Collection (\$30), the JCB Touch Interactive tasting at the digital touch table (\$40), and The Surrealist flight (\$50). With signature style, the JCB Tasting Salon is an immersive experiential discovery. It 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 wines stations, and the Surrealist Boutique, featuring Jean-Charles's personally-designed jewelry and Surrealist wines. The Surrealist Boutique includes an intimate tasting experience, inspired by the jewelry-adorned Surrealist wine, in a private lounge where wine tasting occurs atop a glass bar that showcases the JCB collection of jewelry. The Surrealist wine and the vessel in which the elixir is held is a piece of art and the inspiration for the Surrealist Boutique at the JCB Tasting Salon.

The JCB Tasting Salon features signature pieces designed by Boisset, as well as a retail boutique that showcases the finest luxury goods producers from around the world, including products such as JCB's custom-designed jewelry collection, candles, perfumes, in addition to a collection of luxury goods Maisons: Lalique (crystal), Baccarat (crystal), Christofle (silver), Bernardaud (porcelain), to name a few, and books from Taschen, Assouline, Rizzoli, Abrams and Chronicle Books.



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 a curated assortment of gourmet delicacies. These are an elegantly presented collection of products sourced locally in Napa and Sonoma alongside discoveries from the best international producers from France, Italy, Spain and more. It includes: salts, peppers and spices, mustards, honey, olive oil and vinegar from Boisset's winery estates, smoked salmon, caviar, anchovies, truffles, foie gras, terrines, charcuterie, more than 120 cheeses, chocolate, specialty teas and coffees.

Speaking on the opening of the new JCB Yountville locations, Boisset says, "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 including jewelry, crystal, books and the finest of the epicurean world. From the hand-selected artisan 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!"

The JCB Tasting Salon and Atelier by JCB are open daily from 11 a.m. to 7 p.m. at 6505 Washington St, Yountville, CA. Both locations can be contacted for tasting reservations or further information at (707) 934-8237 or at www.jbcollection.com.