

JANET FLETCHER'S  
planet cheese  
PRODUCTS, PLACES, NEWS & VIEWS

February 17, 2016

## Wine Country Wow



James Ayers

**Napa Valley's newest cheese counter** debuted last weekend in Atelier JCB, a glitzy new fine-food shop from vintner Jean-Charles Boisset. Working under a massive Baccarat chandelier, cheesemonger James Ayers has room for about 120 selections—far fewer than in his former post at Sunshine Foods in St. Helena, but the focus here is quality, not quantity. **The opening-day inventory included small-production gems like Sarró de Cabra**, a Spanish goat cheese; Surfin' Blu, a beer-washed buffalo-milk cheese from Italy; and Rosie's Robiola from Boxcarr, a new North Carolina creamery. Locals receive a 10 percent discount.



**Atelier JCB**  
6505 Washington Street  
Yountville  
Open daily from 11 a.m. to 7 p.m.