

HAUTE LIVING

First Look: The Haute JCB Tasting Lounge Inside The Ritz-Carlton SF

BY KELLY E. CARTER | HAUTE SPOTS, NEWS | JULY 23, 2015



JCB Lounge at Ritz-Carlton San Francisco

Photo Credit: Scott Chebegia

The San Francisco Bay Area isn't only on the cutting edge of technology—there's also hotels and wine. That's apparent in the case of **Jean-Charles Boisset**, who is about to open a novel and posh JCB Tasting Lounge inside the swank Ritz-Carlton, San Francisco that is so haute that we think it will start a hospitality trend. *Haute Living* recently enjoyed a sneak peek at this intimate and stylish space that will make you feel like you've fallen down a jeweled rabbit hole in wine country. The flamboyant Frenchman who heads up Boisset Family Estates, which has seven California labels, including Raymond Vineyards, De Loach Vineyards, Buena Vista Winery and JCB by Jean-Charles Boisset, and 11 labels in France, has simply outdone himself with his latest chic offering. You'll soon be able to sip the highest quality wines—from the Russian River to Burgundy—from his JCB and Boisset Collection portfolio in this exquisite room just to the right of the hotel entrance.

"My idea was to create a jewelry box in the city where people want to come and have a good time," Boisset said.

Part tasting lounge, part boutique—yes, you can buy his trademark red socks as well luxe products from partners such as Baccarat, Christofle, Lalique and Goyard and a new line of jewelry designed by the man himself—the exclusive JCB Lounge is an extension of what he already offers in Napa and Sonoma. However, if you're in the city, there's no longer a reason to battle traffic to partake in the inimitable JCB experience. Simply head to 600 Stockton Street.

Oenophiles can select from three tasting options—the Bubble Collection for \$50, the Chardonnay & Pinot Collection for \$75 or the Ultimate JCB for \$100—all of which include a scrumptious food flight by chef Michael Rotondo of Parallel 37, Ritz-Carlton, San Francisco's acclaimed restaurant. Or, you can tailor-make your own wine tasting menu. Whichever you choose, rest assured that you'll sip from Baccarat glasses in luxurious surroundings highlighted by lounge music.

A membership will also be offered that allows you to secure your access to the most allocated and prized wines of the JCB Collection, including No. 1 and No. 10 Cabernet Sauvignon, No. 17 Cabernet Franc, No. 3 Pinot Noir and The Surrealist by JCB, through an automatic, recurring futures reservation. You'll shell out \$500 for the one-time membership fee, but the price includes a bottle of the \$350 **The Surrealist by JCB**. Plus, you'll have complimentary tastings and experiences for four Raymond, DeLoach, Buena Vista and all JCB locations, plus a few other snazzy perks.



