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WINE INDUSTRY NETWORK

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JCB Tasting Salon and Atelier by JCB Open in Yountville

JCB by Jean-Charles Boisset Brings a New Luxury Wine & Culinary Experience to Yountville with the Opening of the JCB Tasting Salon and Atelier by JCB

Yountville, CA. (February 13, 2016) –

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.

About JCB by Jean-Charles Boisset

Created by Jean-Charles Boisset, JCB embraces and represents a new height of luxury, uniting the worlds of wine and fashion in luxurious tasting locations and experiences that transcend terroir, reaching beyond the traditional confines of wine to embody style and sophistication. JCB is also a collection of rare numbered wines that unite centuries of Burgundian family tradition with the graceful exploration of sophisticated terroir. Dedicated to capturing style within a bottle, JCB wines embody an uncompromising personality that transcends the traditional confines of wine and is audacious, unique and mysterious.

St. Helena · RussianRiverValley · San Francisco · Yountville

For more information, please visit www.jbcollection.com.

About Boisset Collection

Boisset is a family-owned collection of historic and unique wineries bound together by a common cause: authentic, terroir-driven wines in harmony with their history, their future and the land and people essential to their existence. With more than twenty historical and prestigious wineries in the world's preeminent terroirs, including the Côte d'Or, Beaujolais, Rhône Valley, California's Russian River Valley and the Napa Valley, each house retains its unique history, identity, and style, and all are united in the pursuit of fine wines expressive of their terroir. To learn more about the Boisset Collection, please visit www.boissetcollection.com.

Maisons featured at the JCB Tasting Salon

BACCARAT | EST. 1764
BERNARDAUD | EST. 1863
CHRISTOFLE | EST. 1842
DL&CO | EST. 2003
ERCUIS | EST. 1867
GOYARD | EST. 1853
LAGUIOLE | EST. 1922
LALIQUE | EST. 1888
L'OBJET | EST. 2004
MARIAGE FRÈRES | EST. 1854
MOSER | EST. 1857
MARIO LUCA | EST. 2007
L' ORFÈVRE RIE D'ANJOU | EST. 1710
RIEDEL | EST. 1956
E. WEINSTOCK | EST. 2011

Atelier by JCB Purveyors

Caviar & Seafood:

Calvisius
Frinsa
Gonidec
Groix and Nature
H. Forman and Sons
Jose Gourmet
Kaviari
La Brujula
Marky's
Michel Blanchet
Napa Valley Caviar
Ortiz
Petrossian
Ramon Pena
Rougie
Sterling Caviar

Cheese:

Agour
Andante Dairy
Bellwether
Bleating Heart
Bonati
Boxcarr Cheese
Cowgirl Creamery
Cypress Grove
Echire
Gourmino
Jasper Hill
Landmark Creamery
Marcel Petit
Paccard
Point Reyes Farmstead
Rodolphe le Munier
Rouzaire
Tomales Farmstead
Tremblaye

Charcuterie & Foie Gras:

Hudson Valley
Rougie
Salumeria Biellese
Creminelli
Cinco Jotas
Hobb's
La Quercia
Dehesa Cordobesa
Charlito's Cocina
Petrossian
Alle Pia
Smoking Goose
Fabrique Délices

Chocolate & Desserts:

Mulot and Petitjean

Angelina

Bonnat

Pecou Dragees

Poco Dolce

Torn Ranch

Fossier

Dunkerquoise

Kollar Chocolates

Kubli

Ginger Elizabeth

Paris Caramels

Nuttyness

Teas & Coffee:

Maraige Freres

Linea Coffee

Artis Coffee

La Colombe Coffee Angelina

HiBall

Izze

Clearly Kombucha

Fever Tree

Baladin

Lemoncocco

Spices & Seasoning:

Tere Exotique

Mill & Mortar

Pollen Ranch