



BLOG, FACES OF WINE COUNTRY, LIFE IS GRAND IN NAPA VALLEY!

## NEW TASTING SALON AND ATELIER BY JCB

🕒 MAY 15, 2016 👤 JULIE SANTIAGO 💬 LEAVE A COMMENT



JCB by Jean-Charles Boisset opened it's the new [Tasting Salon and Atelier](#) in the town of Yountville, the heart of Napa Valley, in February 2016. The new local is all about fabulous wines and a luxurious lifestyle. The adjoin Atelier by JCB is all about the most enticing high-end gourmet foods from around the world; all wrapped in extravagant and surrealist décor.



The Tasting Salon encompasses the unique JCB approach that unites exclusive Napa Valley and French wines, luxury, and style that evokes surrealism. The JCB collection of Napa Valley wines are featured in three distinctive flights: the Premium Collection, the JCB Touch Interactive tasting at the digital touch table, and The Surrealist flight. It includes a first-of-its-kind interactive wine tasting experience at a digital touch table created exclusively for the tasting salon by [Ideum](#). It offers, as well, wines preserved and served from Napa Technology wines stations, an electronic wine serving station. It is a vibrant, luxurious and uniquely designed tasting room that reflects and embraces the art of living elegantly, with retail pieces curated by Proprietor Jean-Charles Boisset.

The JCB Tasting Salon features a retail boutique that showcases the finest luxury goods from around the world, including JCB's custom-designed jewelry collection, candles, and perfumes. Also, includes a collection of luxury goods from Lalique (crystal), Baccarat (crystal), Christofle (silver), Bernardaud (porcelain), to name a few, and books from Taschen, Assouline, Rizzoli, Abrams and Chronicle Books.

Inside the JCB Tasting Salon, you will also find 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.



Boisset also launched into the world of gastronomy with the unveiling of Atelier by JCB, a gourmet “epicerie,” adjoining the JCB Tasting Salon, where offers a curated assortment of gourmet delicacies sourced locally from Napa and Sonoma alongside the best international producers from France, Italy, Spain and more. It offers 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. The Atelier by JCB is heaven for the Epicurious in all of us! Who can resist splurge and bring home some Pata Negra Iberico Chorizo, truffle honey, Pinot Noir Mustard, Foie gras, caviar, or a fabulous cheese like Taleggio, Mt. Tam, Tome de Savoie or Rabiola Lombardia? The Atelier even offers the signature Poilâne bread loaf from the famous Poilâne Bakery, flown from Paris every Thursday!

The location of the Tasting Salon and Atelier by JCB couldn’t be more fitting. In the heart of Napa Valley, the Town of Yountville is home to some of the best restaurant and hotels in California Wine Country, and the perfect backdrop to showcase JCB wine collection, specialty products, and luxury goods.

The JCB Tasting Salon and Atelier by JCB are open daily from 11:00 a.m. to 7:00 p.m. at 6505 Washington St, Yountville, CA. For more information regarding wines, reservations and membership opportunities visit their website.

