

SOUTH WALTON BEACHES

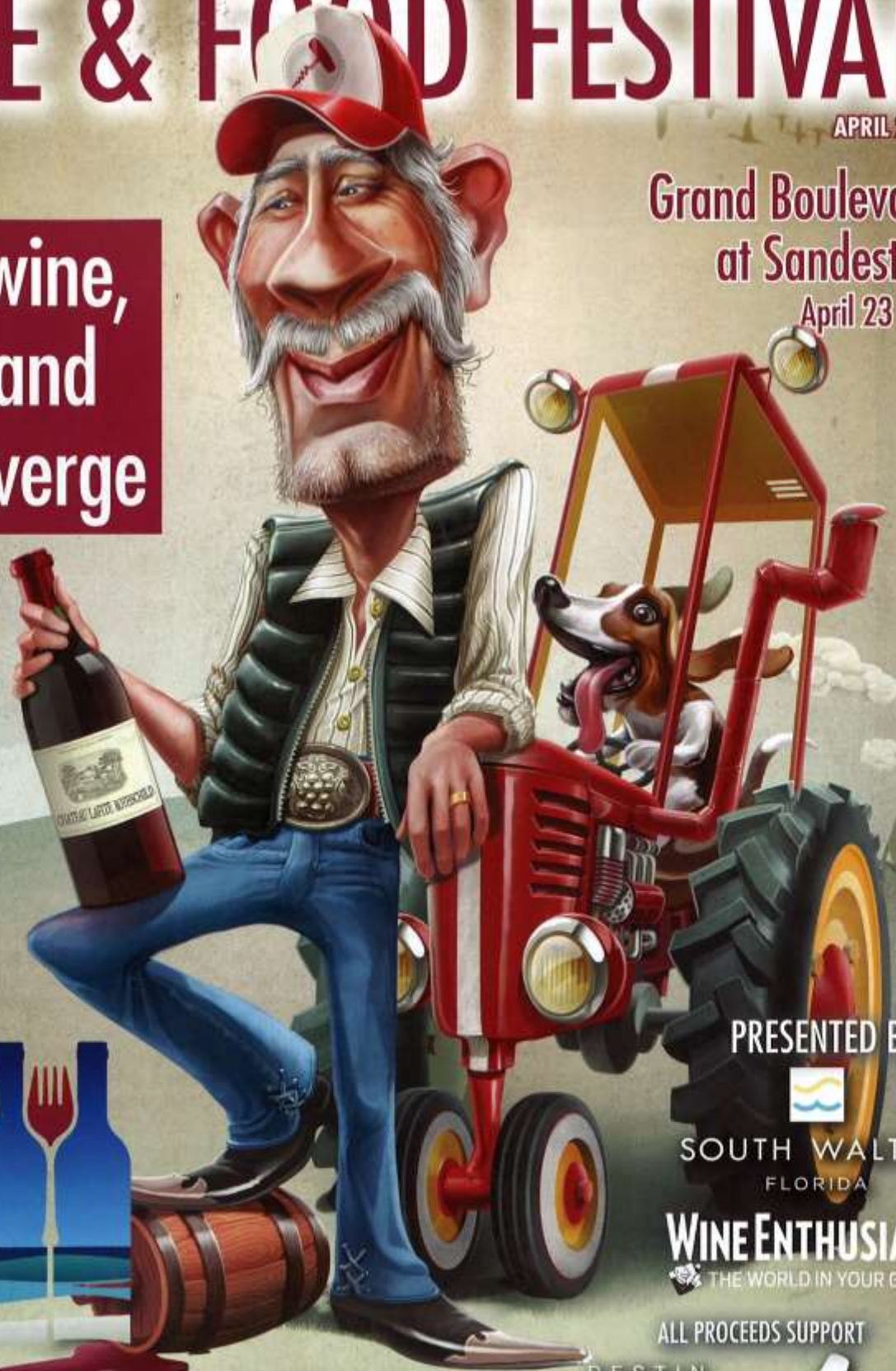
WINE & FOOD FESTIVAL

APRIL 2015

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Jean-Charles Boisset to entertain at festival

Known as the "James Bond of Burgundy and Buena Vista," dashing French winemaker Jean-Charles Boisset will join the dazzling roster of nearly a dozen celebrity winemakers, chefs and entertainers, who will wine, dine and entertain as part of the four-day celebration of wine at the 2015 South Walton Beaches Wine & Food Festival.

Ahead of his appearance, Jean-Charles Boisset joined us via phone from Napa Valley to talk wine.

What do you love about wine?

Wine is style, elegance, grace, drama, personality and it's unexpected.

I don't desire to only make wine, I wish to create dreams.

The wine world is exactly that where you can create a certain element of freedom a certain element of curiosity and drive passion and encourage imagination and inspire illusion. There is a magical exploration of the world thanks to wine. I really feel wine helps to pursue that desire within all of us and that's what I love about it. This is the beauty of wine. It's the ultimate celebration with the human body.

Has wine helped your dreams come true?

Absolutely, wine helps me to dream further and thanks to the world of wine in many ways you can really realize a dream. Each of the wines evokes a special story and has a unique message and therefore, wine is in many ways an overdose of satisfaction.

What do the Boisset Family wines bring to the world of wine?

A collection of very unique wines with different flavors, styles and textures, which can really fulfill the dream of an aperitif all the way to a dessert wine. It's a palette of wine. We want everyone to enjoy and celebrate with each of them. I think they bring a great satisfaction, because of the different style, origins and textures... and the different feelings that they generate.

What can we expect at the SWBWFF?

We are going to bring an incredible JCB experience with eight tables. A visit to our tent will allow you to travel from Sonoma to Napa to Carlos to Burgundy to the south of France and the Rhone Valley, exploring a collection of very unique wines.

It will be a lounge area with lovely appetizers by our chef, representatives from nearly all of our wineries — a very unique VIP experience.

This is the first time we've ever translated some of our incredible experiences away from the winery to the world of a festival. We are excited to bring the JCB experience to South Walton.

On wine festivals

I always like to say wine and the festivals of wine represent an orgy of excess and an appetite for delicacies at the same time.



Moanalani Jeffrey Photography

JEAN-CHARLES BOISSET

On becoming experiential

When we become more experiential, we become more imaginative and much more in touch with ourselves. I really feel wine has that mystical ability to inspire, seduce and take us to that place.

Tips for the wine festival attendees?

Be curious. Be adventurous. Let your senses guide your taste of wine, and allow yourself to celebrate your own senses.

Do you have a favorite wine?

My favorite wine is JCB No 3, which is the perfect Franco-American wine. It is a wine that combines the energy of Burgundy and California, so it's a natural blend of two worlds.

Another which I adore and I want to drink all the time is the JCB bubbles. JCB 69 & JCB 21. How can you have a wine event that doesn't start with bubbles?

You are a respected French winemaker, what do you think of American wine overall?

I love it. We are very passionate about the fantastic potential of the soil and the quality wines of California. The Napa cabs, the Sonoma pinots and obviously the chardonnays of the Russian River

are just amazing.

What does it take to be a world-class wine?

A world-class wine is one which has a personality. A wine that is timeless, very charming, and authentic to the base it comes from. A wine that is graceful and elegant. A wine that has a lot of glamour.

What does it take to be a world-class winemaker?

Only two which are important: One is I'm passionate and two, I allow my dreams to come to reality.

If you didn't do this, what would you do?

Art. I am trying with my Surrealist jewelry line and a variety of things around it. So I let myself go a little with that. I love interior design and architecture. I love designing jewelry ... things for the table, things you can touch and feel and things that enhance pleasure.

What are you looking forward to at the South Walton Beaches Wine & Food Festival?

I am really looking forward to being in Florida, which is a place I love for it's natural beauty and the people. I think there's a certain joie de vivre that you don't necessarily find in too many places. The people of Florida are full of sunshine outside and inside. There is a certain level of happiness, contentedness, and a certain joie de vivre, where people will have a great time. And I like that.