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The Ritz-Carlton, San Francisco Debuts the JCB by Jean-Charles Boisset Tasting Lounge

San Francisco's only AAA-Five Diamond hotel and legendary winemaker collaborate for luxury tasting lounge, complementing the hotel's recent transformative renovation

SAN FRANCISCO, Calif. – September 10, 2015 – Recently completing its multi-phase transformative renovation in March 2015, The Ritz-Carlton, San Francisco has joined forces with legendary winemaker Jean-Charles Boisset to unveil a new luxury tasting lounge in the hotel lobby. The JCB Tasting Lounge, which is now open to the public, not only offers wine tastings and lite fare – perfect for private dinners, breakout sessions, charity receptions, intimate gatherings, and more – but the sophisticated space also houses a retail boutique. Combining two luxury icons – The Ritz-Carlton, San Francisco and Jean-Charles Boisset – this ultrachic tasting lounge creates an unparalleled wine experience.



Complementing the hotel's fresh and modern transformation inspired by the Bay Area and couture fashion, The JCB Tasting Lounge offers rare and exclusive wines in an intimate setting that exudes vibrancy and opulence. The interiors and design, along with Jean-Charles Boisset's own line of custom accessories create a lavish ambiance for the wine connoisseur.

"We're excited to be joining with world-renowned winemaker Jean-Charles Boisset," says General Manager Bruce Gorelick. "Through our commitment to personify the City by the Bay, The JCB Tasting Lounge seamlessly blends California's rich history in wines with our hotel's new couture fashion design to inspire new memories for our guests."

The retail boutique at The JCB Tasting Lounge, designed by Jean-Charles Boisset and Joshua Rowland Interiors, Inc., adds an additional level of flair to match the wine tasting experience and the JCB wine collection. A selection of gifts ranging from JCB-branded items such as custom-designed jewelry, candles, wine accessories and perfumes, to select merchandise from Baccarat, Christofle, Bernardaud, and Goyard are available for purchase.

"We're so honored to be partnering with The Ritz-Carlton, San Francisco on this extraordinary new wine destination that is an extension of what we offer our guests in Northern California wine country and now will be exclusively available for their elite guests," says Proprietor of Boisset Collection Jean-Charles Boisset. "The JCB Tasting Lounge unites the world of wine and fashion in a luxurious tasting experience that illuminates and then transcends terroir, reaching beyond the traditional confines of wine to embody style and sophistication. The JCB Tasting Lounge will also serve as a concierge providing guests of The Ritz-Carlton, San Francisco with unique and engaging visitor experiences with direct access to the wine country for visits to any of our properties, including: Raymond Vineyards, DeLoach Vineyards, Buena Vista Winery and Historic Wine Tool Museum and also to visit our JCB Lounges in St. Helena, Santa Rosa and Sonoma – and soon to come, Yountville."

The JCB Tasting Lounge offers exclusive wine tasting flights, ranging from \$50 to \$100 per person, and includes some of the most decadent, exquisite, limited wines within the Boisset Collection. Guests are invited to enjoy the tasting flights with specially curated food options from Chef de Cuisine Michael Rotondo of the hotel's award-winning Parallel 37. From Crispy Liberty Farm Duck Fritter with Kumquat Relish and Flank Steak Steam Bun with Horseradish and Date Jam on the 'Savory Flight' to Nectarine and White Chocolate Bon Bons with Apricot and Chamomile, and Blueberry Pate de Fruit with Dark Chocolate Ganache on the 'Dessert Flight,' guests can indulge in these exquisite offerings – perfectly complementing the rare wines. The 'Savory Flight' costs \$38 per person and the 'Dessert Flight' costs \$28 per person. Additional lite fare includes an Artisanal Cheese Plate with Grilled Sour Dough and Accoutrements for \$28, Caramelized Fig and Serrano Ham Flat Bread for \$21, and 10 oz. White Sturgeon Caviar with Lobster Essence for \$115.

The JCB Tasting Lounge also offers guests at The Ritz-Carlton, San Francisco an exclusive private event space for up to 14 guests that is luxuriously appointed with an eight-person sit down table, four-person bar, and twobanquets. The Tasting Lounge is open daily from 11 a.m. to 7 p.m. For more information, call 1 (415) 296- 2329 or visit www.boissetcollection.com, www.jcbwine.com or www.ritzcarlton.com/sanfrancisco.

About The Ritz-Carlton, San Francisco

Set within a 1909 Neoclassical landmark building in the prestigious neighborhood of Nob Hill, The Ritz-Carlton, San Francisco is the city's only AAA Five-Diamond hotel and is a recent winner of a "World's Best Award" by the readers of *Travel + Leisure*. Conveniently located in the heart of the city, the iconic hotel is nearby San Francisco's most visited attractions and the historic cable car is accessible right outside its doors. Offering globally-inspired California cuisine and seasonal cocktails at Parallel 37, the largest luxury Club Level experience in San Francisco, and recently renovated meetings and special events space, the 336-room Ritz-Carlton, San Francisco provides the ultimate in personalized Ritz-Carlton service, comfort and luxury

About JCB by Jean-Charles Boisset

Created by Jean-Charles Boisset, JCB is 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. For more information, please visit www.jcbwines.com or contact Tamara Stanfill at 707.963.6939 or tamara.stanfill@boisset.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.