

# JCB Opens Posh New Tasting Lounge In Healdsburg

BY KATIE SWEENEY | DINING + DRINKING, HAUTE PURSUITS, NEWS | JULY 19, 2018



Eight years ago, **Jean Charles Boisset** had a gorgeous tasting room on a corner of the Healdsburg Square. However, it closed in 2013. Although he has **lounges in Yountville and San Francisco** and at his wineries **Raymond** in Napa and **Buena Vista** in Sonoma, he didn't have a presence in **Healdsburg**. Until now. Boisset has returned to the exact location of his former tasting lounge to open a brand new salon.

"Healdsburg is one of the finest destinations in wine country and Northern California. It epitomizes culture, incredible food, a fabulous lifestyle and extraordinary wines," Boisset said in a statement. "We had to come back on the square with new excitement and a new vision for a destination immersed in the emerald green of Mother Nature and the deep blue of the Pacific Ocean... that allows people to escape, to enjoy, to dream and to further discover themselves through wine!"



The **JCB Tasting Salon-Healdsburg** is larger than the old lounge and like Boisset's other spaces, decorated with flamboyance and flair. He was inspired by the regal glamour of peacocks—the aforementioned deep greens and blues that are featured throughout the opulent space are also found in the bird's plume.

Wine lovers can taste from the **JCB collection**—an assortment of wines that are numbered with each number of different significance to the winemaker. For example, No. 10, a Napa Cabernet Sauvignon, is a robust masculine wine that represents all that the region is known for. It is a perfect 10. The salon offers various experiences ranging from a sparkling wine tasting to a premium flight and wines by the glass are available.

No appointments are necessary, and the space is available for private events. Tasting lounge goers can also shop for wine and a unique selection of lifestyle and fashion items like the broaches Boisset designs and candles, glassware, shops, place settings, and decanters.

