

Legendary Winemaker and Spirits Producer Jean Charles Boisset to Be Keynote Speaker at 2018 Spirited International Spirits Trade Tasting & Show

Santa Rosa, Calif., November 28, 2017.

Jean-Charles Boisset, proprietor of Boisset Collection, will present the keynote address at the 2018 Spirited International Spirits Trade Tasting & Show. Launched in conjunction with award-winning Spirited magazine, the event will take place Tuesday, February 27, 2018 in Grace Pavilion at the Sonoma County Fairgrounds in Santa Rosa, California.

Jean-Charles Boisset has grown his family name and reputation into a world-class collection of wines and leads the family firm with passionate commitment to fine wine, history, quality and a deep respect for the environment.

Boisset was chosen as keynote speaker based on his 2017 decision to honor his Burgundian roots — and his family's history of crafting spirits — by unveiling

JCB Spirits, which are wine-based, distilled beverages from the two main grapes of his home region, Pinot Noir and Chardonnay. The line launches December 1st with three vodkas (classic, caviar infused and truffle infused) and a gin.



According to event director Debra Del Fiorentino, "Wineries want to expand their brand into other revenue streams using the tools they already have in place. That's exactly what Jean-Charles has done with JCB Spirits. Winemakers considering the same options will definitely want to come and hear what he has to say."

"I am thrilled to have the opportunity to speak to and to share JCB Spirits with the leaders of the spirit world!" Boisset said. "JCB Spirits is the culmination of my dream of many years to create the ultimate elixir ... Distilled from a wine base and infused with botanicals as well as delicacies from the land and sea, these spirits are the utmost expressions of what the earth has to offer!"

Decanter magazine has included Boisset on its "Power List" of the 50 most important people in the wine world each year of its publication since 2007; in March 2008, he received the Meininger's International Wine Entrepreneur of the Year; and in December 2008, he was named "Innovator of the Year" by Wine Enthusiast Magazine.

The tasting is expected to draw an audience of 2,500 attendees including active and potential distillers, distributors, wholesalers, restaurateurs, and members of the media. The single-day event will include tasting stations, supplier exhibits and a morning of educational seminars where additional guest speakers will be on hand to offer expert opinions and advice.

150 tasting stations will be spread throughout the pavilion with an exclusive number of exhibits for spirits industry suppliers. Unique elements will include food and spirits pairings, a mixology bar and lounge.

Event tickets, trade show booths, sponsor, and advertising opportunities are now available. Official sponsors include California Artisanal Distillers Guild, Glopak USA, TricorBraun, Dickenson Peatman & Fogarty, LifeWtr, and Glass Vodka. For complete details and to register, visit the event website at www.SpiritedTradeTasting.com.