

JCB Spirits to be Featured in Exclusive Tasting at the 2018 Spirited International Spirits Trade Tasting & Show

Santa Rosa, Calif. (January 16, 2018)– Jean-Charles Boisset will pour his newly released line of JCB Spirits vodkas and gin in an exclusive tasting at the 2018 Spirited International Spirits Trade Tasting & Show. The event will take place Tuesday, February 27, 2018 at the Sonoma County Fairgrounds in Santa Rosa, California where Boisset will be the esteemed keynote speaker.

Launched late last year, these spirits already won double gold, gold and silver medals at the 2017 Craft Distillers Spirits Competition:

- ▶ JCB Spirits, Truffle Vodka, Double Gold Medal
- ▶ JCB Spirits, Pure Vodka, Double Gold Medal
- ▶ JCB Spirits, Gin, Gold Medal
- ▶ JCB Spirits, Caviar Vodka, Silver Medal



Jean-Charles Boisset, Photo Credit Brad Molluth

Only 200 tickets will be available for this exclusive tasting at the price of \$10 per ticket to those already attending the event. They are expected to sell out quickly and are available as an added option at checkout through the event website at

www.SpiritedTradeTasting.com. Boisset will be on hand to personally discuss his new line of spirits during the tasting, set for 1:30 p.m.

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 launched late last year with three vodkas (classic, caviar infused and truffle infused) and a gin.

“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 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.

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.