

BUENA VISTA WINERY  
RAYMOND VINEYARDS  
DELOACH VINEYARDS  
LYETH ESTATE  
JCB BY JEAN-CHARLES BOISSET  
LOCKWOOD VINEYARD  
AMBERHILL  
CALIFORNIA RABBIT  
DOMAINE DE LA VOUGERAIE  
JEAN-CLAUDE BOISSET



BOUCHARD AÎNÉ & FILS  
J. MOREAU & FILS  
LOUIS BERNARD  
FRENCH RABBIT  
LOUIS BOUILLOT  
JCB BY JEAN-CHARLES BOISSET  
(CRÉMANT DE BOURGOGNE)  
CHARLES DE FÈRE  
BENI DI BATASIOLO  
IDÔL VODKA

A FAMILY OF FAMILIES  
17 CENTURIES OF WINEMAKING TRADITIONS

# **A World of Discovery**







**Christopher  
Colombus, in  
1492, sailed  
the ocean blue**

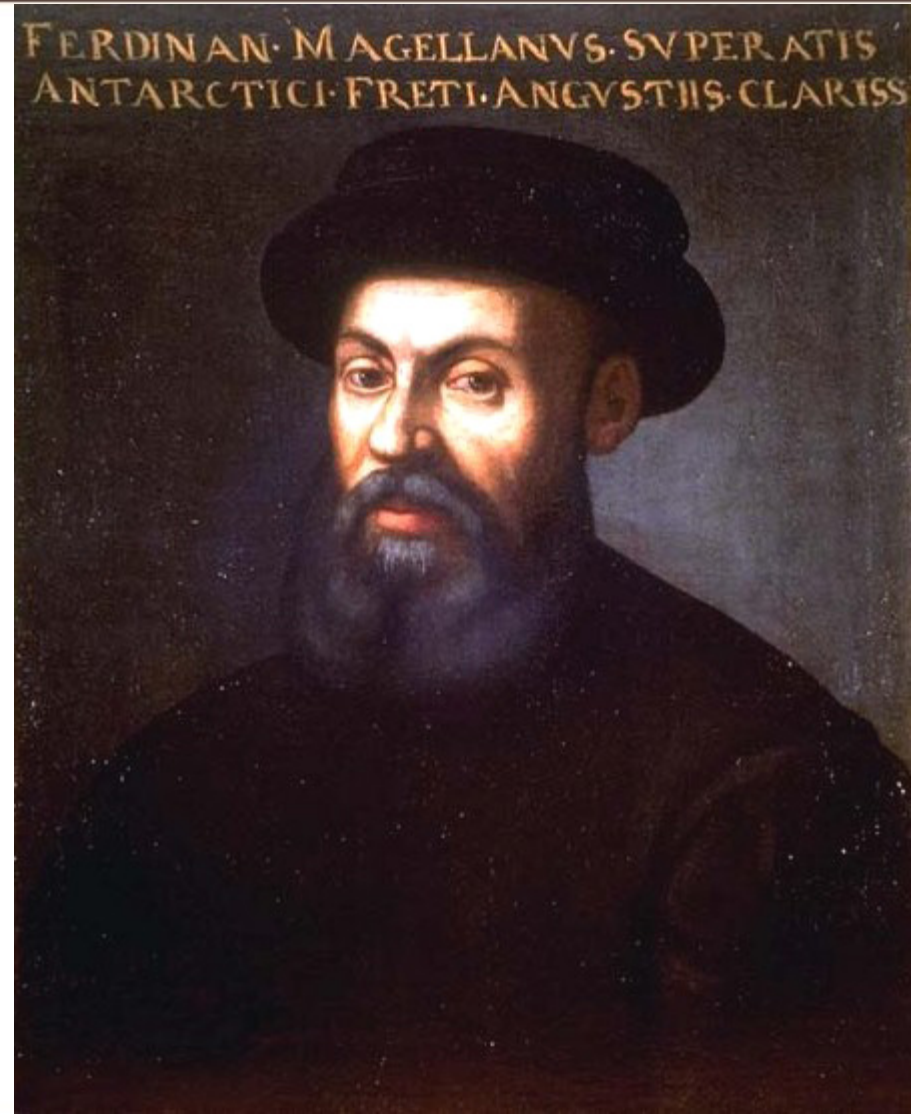




# Ferdinand Magellan



**His expedition in 1519-1522 was the first to cross from the Atlantic to the Pacific Ocean, and the first to complete a circumnavigation of Earth.**





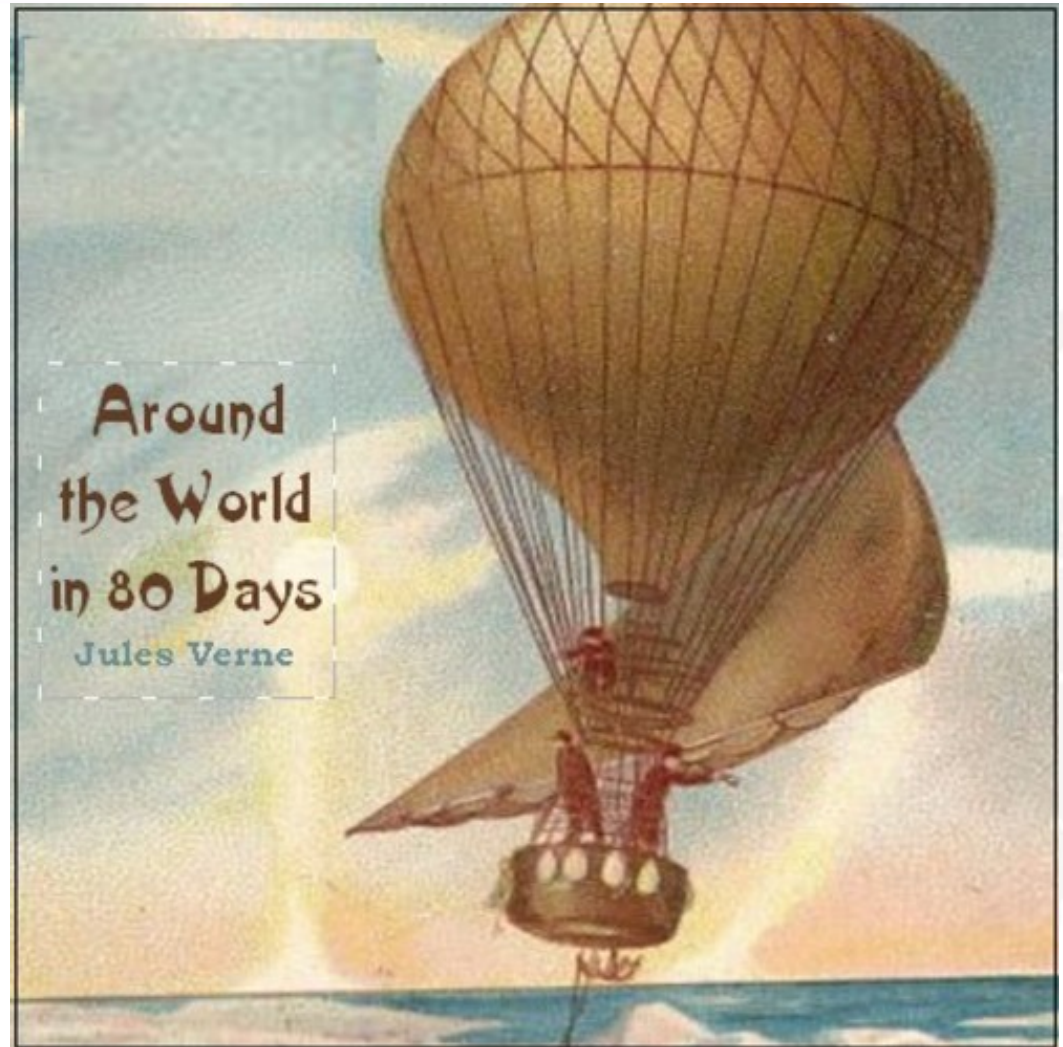
# Jacques and Étienne Montgolfier



**Jacques and Étienne Montgolfier invented the first hot air balloon that put humans into flight in 1783.**



# Jules Verne

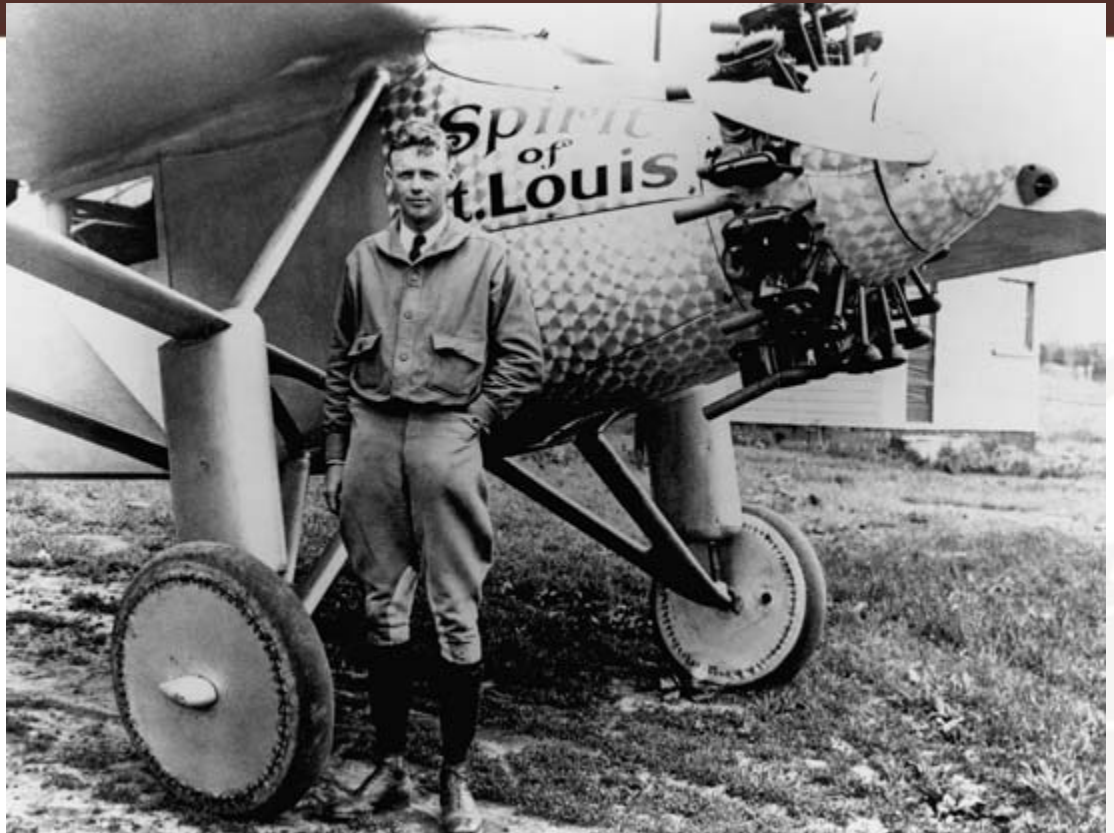






# Taking Flight

**The Wright Brothers  
Kitty Hawk, NC 1903**



**Charles  
Lindbergh  
and**

*The Spirit of St. Louis*



CALIFORNIA'S FIRST PREMIUM WINERY

SINCE 1857



*Buena Vista Winery*

# California's First Sonoma, CA



Our future is our past





DE LOACH  
VINEYARDS







**JCB Tasting Room (Healdsburg, CA) & JCB Lounge (St. Helena, CA)**



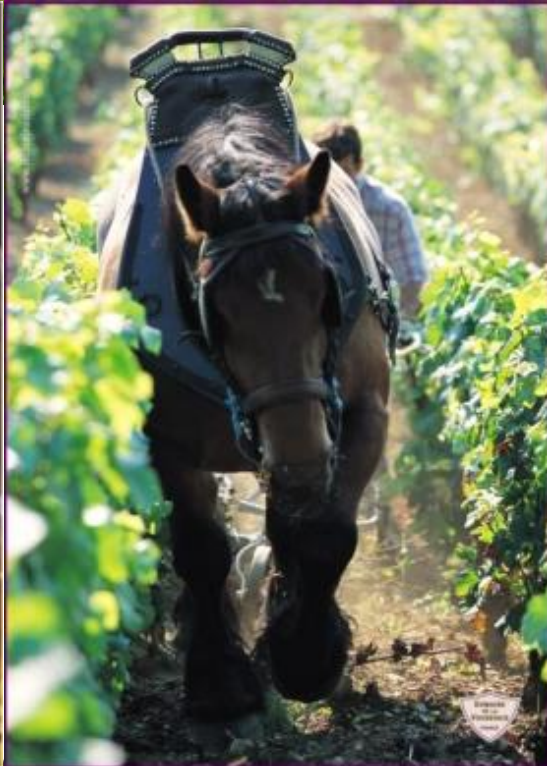
NAPA VALLEY



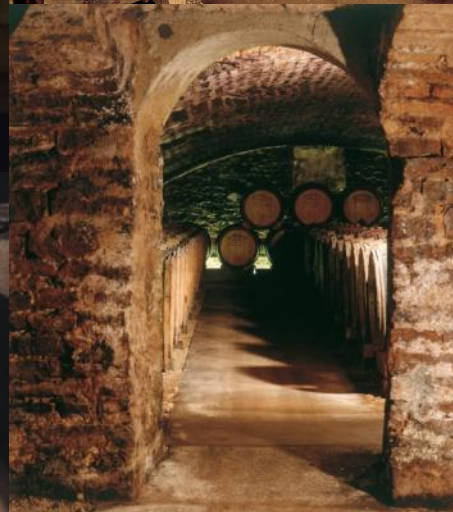
Raymond



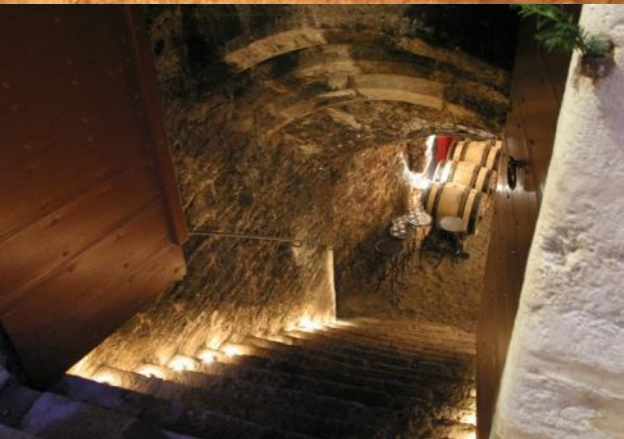












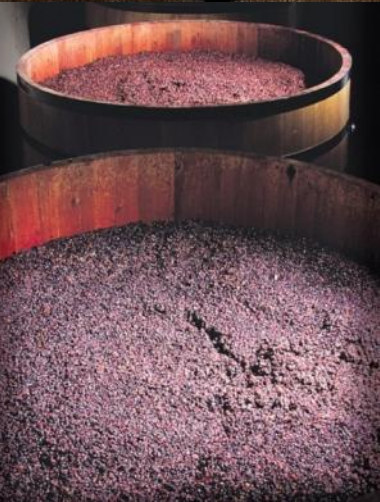


# Our Family Heritage: Centuries of Shared Tradition



Since the first vineyards of Domaine de la Vougeraie were planted in Burgundy in 1096, Boisset's wineries have shared almost 17 centuries of shared winemaking passion.





# Our Family Spirit

*A family-owned collection of more than twenty historical wineries rooted in the world's most prestigious terroirs focusing on fine wines.*



# France • Italy

## CHABLIS

J. Moreau & Fils

## SOUTH OF FRANCE

### Languedoc- Roussillon

Fortant de  
France

Robert Skalli

French Rabbit

## SPARKLING

Louis Bouillot

Grandin

Charles de Fère

Silver Cap

## BURGUNDY

### Côte de Nuits

Jean-Claude Boisset

Domaine de la Vougeraie

### Côte de Beaune

Bouchard Ainé & Fils

Jaffelin

Ropiteau Frères

### Côte Chalonnais

Antonin Rodet

## BEAUJOLAIS

Mommessin

Château de Pierreux

## RHÔNE VALLEY

Louis Bernard

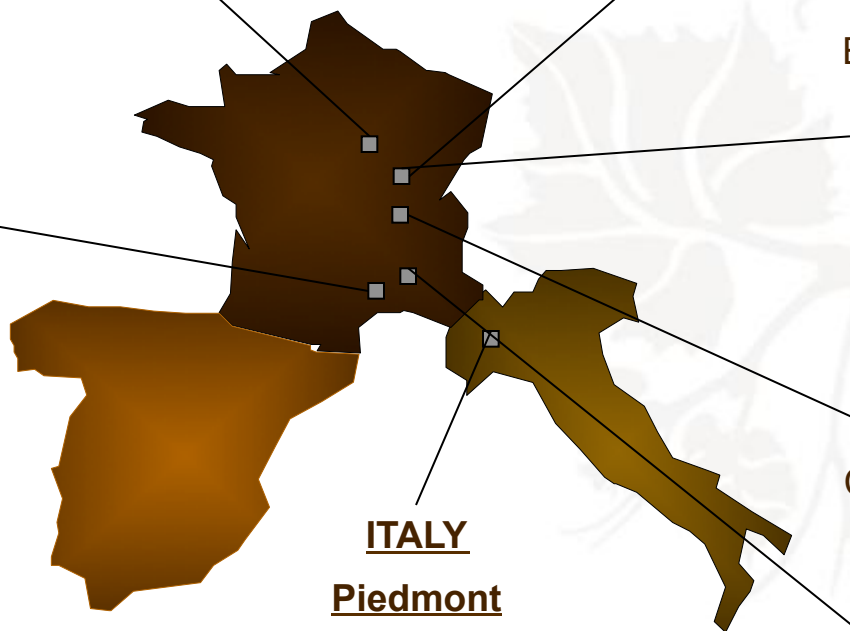
Gabrielle Meffre

Bonpas

## ITALY

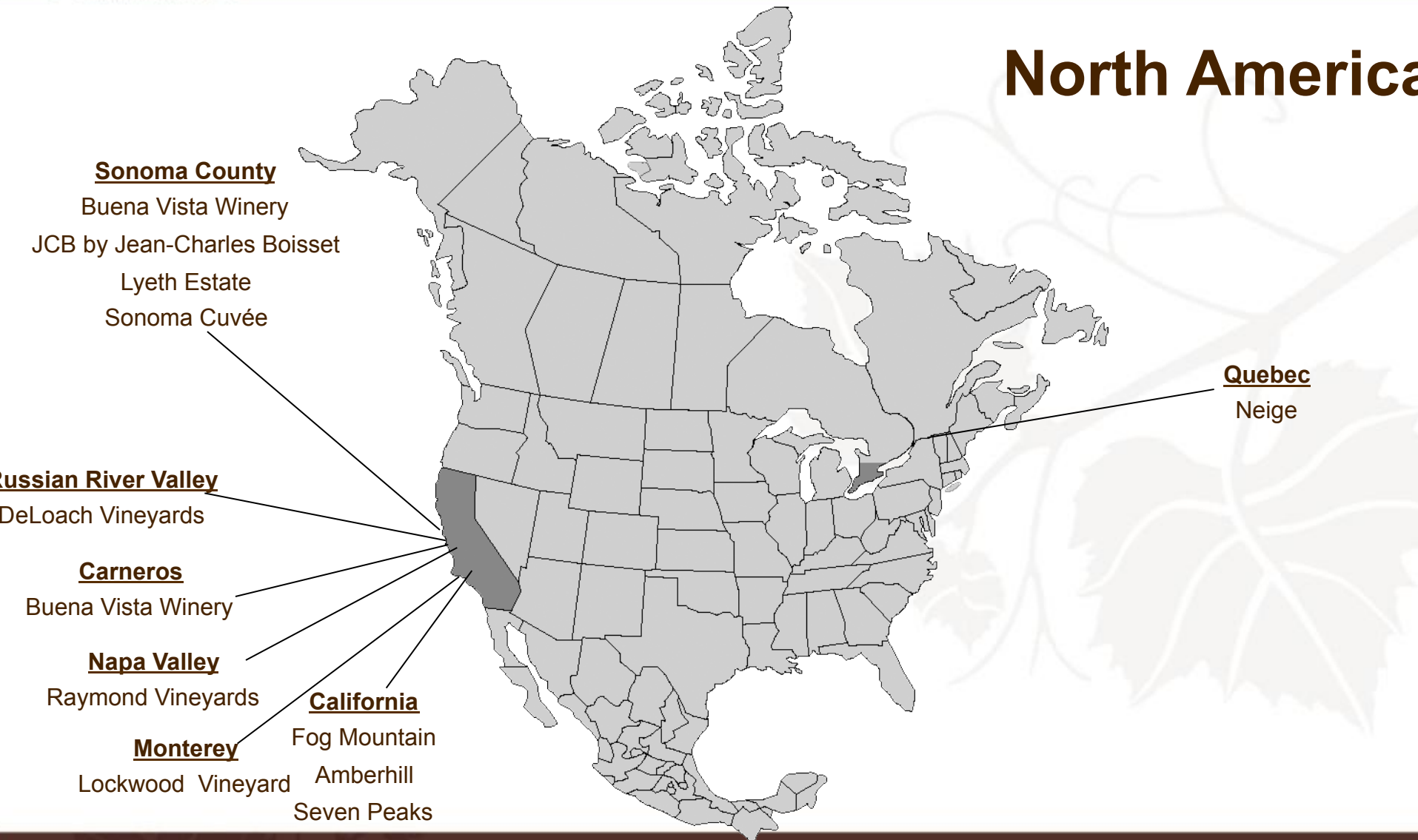
### Piedmont

Beni di  
Batasiolo





# North America



**SPECIAL ANNUAL AWARDS ISSUE**

# WINE ENTHUSIAST

**INNOVATOR OF THE YEAR**

## Jean-Charles Boisset

THE PRESIDENT OF BOISSET FAMILY ESTATES IS LEADING THE WAY WITH HIS FIERCE COMMITMENT TO REDUCING THE WINE INDUSTRY'S CARBON FOOTPRINT

**W**hen it comes to 2009, Boisset Family Estates is leading the way in the wine world. The company's commitment to reducing its carbon footprint is a testament to its leadership in the industry. Boisset Family Estates is the first wine producer in the world to have achieved a carbon footprint of less than 100g per liter of wine. This is a significant achievement, especially in an industry where the carbon footprint is typically much higher. Boisset Family Estates has achieved this through a combination of measures, including the use of renewable energy, the implementation of energy-saving measures, and the use of sustainable farming practices. Boisset Family Estates is committed to reducing its carbon footprint and is a leader in the industry. This is a testament to its leadership in the industry and its commitment to sustainability.

**See 79th win**

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**THE WORLD'S BEST WINE MAGAZINE**

# Decanter

January 2010

**THE DECANTER INTERVIEW: JEAN-CHARLES BOISSET**

## BURGUNDY'S MR. RADICAL

BEVERLY BLANNING MW meets the innovator set to shake up the wine world even more by blending Côte de Nuits with Californian Pinot Noir

**I**n the wine world, Jean-Charles Boisset is a radical. He is the president of Boisset Family Estates, a company that has revolutionized the wine industry. Boisset Family Estates is the first wine producer in the world to have achieved a carbon footprint of less than 100g per liter of wine. This is a significant achievement, especially in an industry where the carbon footprint is typically much higher. Boisset Family Estates has achieved this through a combination of measures, including the use of renewable energy, the implementation of energy-saving measures, and the use of sustainable farming practices. Boisset Family Estates is committed to reducing its carbon footprint and is a leader in the industry. This is a testament to its leadership in the industry and its commitment to sustainability.

**WINE LABELS: WHY DESIGN MATTERS**

With a Boisset wine, you know you're getting a quality product. But what about the label? The label is an important part of the wine's identity, and it can make a big difference in how the wine is perceived. Boisset Family Estates is committed to creating labels that are both beautiful and functional. This is a testament to its leadership in the industry and its commitment to quality.

**SHIPPING NEWS: WINE FROM A TO B**

When it comes to shipping wine, there are a lot of factors to consider. From the type of wine to the climate, there are many things that can affect the quality of the wine. Boisset Family Estates is committed to ensuring that its wine is shipped in the best possible condition. This is a testament to its leadership in the industry and its commitment to quality.

**THE WORLD'S BEST WINE MAGAZINE**

# Decanter

**SPECIAL ISSUE**

## Wine & Spirits

**25th BUYING GUIDE**

# THE POWER LIST

The third version of our bi-annual Power List brings the wine world's most important names and the people influencing what's in your glass to the fore

**100 BEST WINES**

**100 BEST BUYS**

**TOP 100 WINERIES OF 2011**

**PLUS: St-Emilion 1982 & 2005 • G •**

**Finest New World fizz • Chile's**

**THE POWER OF**

**Find out who's shaping the wine in YOUR glass in 2009**



**MEININGER'S WINE BUSINESS INTERNATIONAL**

# MEININGER'S

Volume 17 - June 3 (June 2010)

**MR. PINOT NOIR: JEAN-CHARLES BOISSET**

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**RUSSIA COMES IN FROM THE COLD**

Russia is a new market for wine, and it's one that Boisset Family Estates is looking to tap into. This is a testament to its leadership in the industry and its commitment to quality.

**HONG KONG DUTY FREE**

Hong Kong is a duty-free zone, and it's one that Boisset Family Estates is looking to tap into. This is a testament to its leadership in the industry and its commitment to quality.

**THE TOP 100 CELLAR**

# WINE ENTHUSIAST

**CELEBRATE AT HOME**

WITH JEAN-CHARLES BOISSET & GINA GALLO

**Crémant**

**THE ENTHUSIAST'S HOLIDAY GIFT GUIDE**

**WineMag.com**



**Boisset**

Brings Burgundy to Sonoma

**WINE BUSINESS MONTHLY**

The industry's leading publication for wine business

**7th Annual List of Top U.S. Wine Companies**

**23. BOISSET FAMILY ESTATES**

Boisset Family Estates is the 23rd largest wine producer in the U.S. This is a testament to its leadership in the industry and its commitment to quality.



**SPECIAL ANNUAL AWARDS ISSUE**

# WINE ENTHUSIAST

**2008 WINE STAR AWARDS**

**ROBERT SANDS**

**SHAW-ROSS INTERNATIONAL**

**CALE LAPOSTOLLE**

**JEAN-CHARLES BOISSET**

**MENDOZA ARGENTINA**

**VAN STAAYEREN**

**PIE ANTINORI**

**KOR CHAMCEL**

**BOU WINE**

**THE MACA**

**SPE WINE**



**Vine Man**

**French rabbit**

**Boisset's Innovative Packaging**









# A New Chapter in California Wine History

JEAN-CHARLES BOISSET LOOKS TO THE PAST TO ENVISION THE FUTURE AT BUENA VISTA

by Deborah Parker Wong / photos by Rebecca Wilkowski

On the whole, consumers know little about the history of wine in California prior to 1976—when the industry achieved fame at the infamous Judgment of Paris tasting—and the same could be said for much of the trade as well. As the number of Napa and Sonoma wineries celebrating milestone anniversaries grows, history will play an increasingly important role in conveying the authenticity and provenance of California's wines.

"The rich history of California's wine world has been collecting dust," observes Jean-Charles Boisset, whose family-owned company, Boisset Family Estates, added the iconic 155-year-old Buena Vista Winery to its holdings in May of 2011. "Buena Vista's future lies in its past, we're restoring a legend and creating a unique visitor experience that will make Sonoma a 'must-visit' destination for wine enthusiasts the world over."

The company owns, at last count, 24 winery properties worldwide, and Boisset sees domestic and global wine culture from a perspective that few possess. "California has condensed 1,500 years

The Wine Issue: Ram's Gate | Wine Dogs | Master Sommelier | Winery Guide

## SONOMA



### French Connection

From Buena Vista to the Red Room with Jean-Charles Boisset

phenomenal to see and to learn, and efforts and the world."

sonoma history by



Could the director even imagine the hilltop residence that used to belong to Robert Mondavi, the tasting room outfitted in top-to-bottom Baccarat crystal, and the deed to California's oldest winery? Maybe not, but it's all true. The screenwriter would have an easy job of it, as the hard-to-make-up tale would unfold of its own accord, centered around an irrepressible and engaging leading man who is fast becoming the young California wine country mogul to watch.

Jean-Charles doesn't enter a room as much as possess it. He ambushes everyone in his path with a signature blend of charm, enthusiasm, and knowledge, and he expects everyone to play along. No matter that it's 10 a.m. and a workday—it's always time for a flûte of Jean-Charles Boisset bubbly. You haven't tried the award-winning pinot noir from grapes grown in Marin County? You must! A bottle magically appears, along with more glasses than there appear to be tasters—but then everyone must taste! The proprietor, the waiter, the intern, and the longtime business associate, none to mention the friend's sister who is visiting from Italy; everyone is offered a glass.

This is a winemaker who wants everyone to taste, learn, and share their opinions, particularly if the reviews are good. "Audacity and innovation" are Jean-Charles's watchwords, and he balances his energies between the natural, immutable aspects of

# THE "A" LIST

We present you with our annual "A" list, tracking the Bay Area's most celebrated occasion, politicians, and beautiful people as they gazed by the premier gals and gents of 2011—and, of course, our pages. The list is tallied by the frequency of mentions in the NAB HQ Gossip, and also provides a who's who (some say, a "who's an icon") directory of the locals we love to celebrate. This year, the print edition of our publication will include everyone with two mentions and above, and those who had one mention will appear on our website, [nablist.com](http://nablist.com).

The most-mentioned male and female are **Ken Fink** and **Susan Yamane**. Ken has solid standing and decades, and his interior designs layer a surprising mix of oblique, texture, and color. His fresh style enhances gala fundraisers, charitable programs, and the Bay Area's finest homes. The city's quintessential philanthropic chairperson, Susan gives her support to many organizations, most recently serving as co-chair for last year's San Francisco Opera Ball. She glazes behind-the-scenes and in front of the camera.

Previous winners may only win once in a ten-year period, but they will be included in our List of Honor for all time. These include **Wilde Brown**, **Stavros Gatti**, **Parvati Joyner**, **Ann Getty**, **Wilkes Randolph**, **Eliza Stephens**, **Rosenberg**, **Tatiana Sorokko**, **OJ Sharkey**, **Danielle Steel**, **Paul Pelosi**, **Gordon Getty**, **Gerry Shendy** and **Frederic Train**.

PHOTOS BY DEW ALTYZER AND TOM GIBSONS  
You can also see more "A" List online: [nablist.com](http://nablist.com)

LISTED ... 10 OR MORE TIMES			
Susan Yamane	15	Ken Fink	14
Ken Fink	14	Yara Fancourt	13
Yara Fancourt	13	David Winer	12
David Winer	12	Charles Dwyer	11
Charles Dwyer	11	Anna Marie Mancini	10
Anna Marie Mancini	10	Ed Tabor	9
Ed Tabor	9	David Winer	8
David Winer	8	Ken Fink	7
Ken Fink	7	Yara Fancourt	6
Yara Fancourt	6	David Winer	5
David Winer	5	Charles Dwyer	4
Charles Dwyer	4	Anna Marie Mancini	3
Anna Marie Mancini	3	Ed Tabor	2
Ed Tabor	2	David Winer	1

Donna Gould Higgins	3	Ken Fink	14	Ken Fink	14
Ken Fink	14	Yara Fancourt	13	Yara Fancourt	13
Yara Fancourt	13	David Winer	12	David Winer	12
David Winer	12	Charles Dwyer	11	Charles Dwyer	11
Charles Dwyer	11	Anna Marie Mancini	10	Anna Marie Mancini	10
Anna Marie Mancini	10	Ed Tabor	9	Ed Tabor	9
Ed Tabor	9	David Winer	8	David Winer	8
David Winer	8	Ken Fink	7	Ken Fink	7
Ken Fink	7	Yara Fancourt	6	Yara Fancourt	6
Yara Fancourt	6	David Winer	5	David Winer	5
David Winer	5	Charles Dwyer	4	Charles Dwyer	4
Charles Dwyer	4	Anna Marie Mancini	3	Anna Marie Mancini	3
Anna Marie Mancini	3	Ed Tabor	2	Ed Tabor	2
Ed Tabor	2	David Winer	1	David Winer	1

## DYNASTIES

When Hollywood gets around to making a movie about a big-time wine magnate, they should call Central Casting for someone exactly like **Jean-Charles Boisset**: a dashing Frenchman with a pitch-perfect accent, a thriving international wine business, a winemaker wife named Gina, a set of two-year-old angelic twin girls, and a bulldog named *Freddie*.

Could the director even imagine the hilltop residence that used to belong to Robert Mondavi, the tasting room outfitted in top-to-bottom Baccarat crystal, and the deed to California's oldest winery? Maybe not, but it's all true. The screenwriter would have an easy job of it, as the hard-to-make-up tale would unfold of its own accord, centered around an irrepressible and engaging leading man who is fast becoming the young California wine country mogul to watch.

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## Starring Jean-Charles Boisset

not slow to act, pursuing acquisitions with focus and speed. But he is equally aware of the small details, which can have a lasting impact on a business. When he saw that some guests were coming to Raymond Vineyards for wine tasting and leaving their dogs in the car, he became anxious about what can happen to animals left in the heat. Knowing how he loves his own dog, he decided there was a niche in the wine market for kindred spirits.

Well, he created a separate canine "tasting room" on the Raymond grounds, complete with gracious open kennels, a wine cask that dispenses fresh water into bowls, and tongue-in-cheek flourishes that include beaded draperies and ironic portraits of Frenchies as Napoleon, Louis XIV, George Washington, and Marie Antoinette. ("Thomas Jefferson is coming next!" Jean-Charles gleefully announces. "The American wine-maker?" Branded with his bulldog's vintage, *Freddie* Winery offers three distinct vignettes, for humans, of course. The premise is quintessential Jean-

Boisset with visible pride. "Another customer always sends a bottle to friends with her holiday photo as the label. Once people learn to make their own specialized wine, they are really into it!"

Jean-Charles knows that showmanship is a great asset in wine production. When he purchased the historic Buena Vista Winery in Sonoma, he recognized that the 150-year-old brand's strength lies with its deep roots in early California winemaking. The winery was founded in 1857 by Agoston Haraszthy, a Hungarian expatriate who referred to himself as "The Count," citing (possibly invented) aristocratic origins. A wildly colorful entrepreneur, The Count was responsible for bringing significant French rootstock from Europe and for sharing it with his good friend Charles Krug, who went on to make his own viticultural imprint in the Napa Valley.

But Jean-Charles was not content to merely recast an old story to reestablish the brand. Instead, he hired **George Webber**, a local history



teacher moonlighting as an actor to give tours of Buena Vista in character as The Count. The conceit has proved so popular that The Count now attends trade shows and media events with Jean-Charles, sharing tales of his exploits and early California lore as he encourages tastings, and sales, of Buena Vista wines.

Will there one day be an actor giving





“More than anyone I have met in the last 40 years watching this industry, **Jean-Charles Boisset has the passion for great wine** and the vision few around him see — and **he has the theatricality to unabashedly display this passion in what might seem to be outrageous ways.**”



### Top Wine Stories of 2011

Jean-Charles Boisset

You can't pick up a wine publication without reading the latest from the charming Frenchman: First, he bought DeLoach in Sonoma County, then sleepy Raymond Vineyards here and turned it in to a top visitor attraction. Then he bought venerable Buena Vista Winery in Sonoma and is restoring its luster and highlighting its heritage.

# Wine in America

- In 2010, the U.S. became the largest wine market in the world.
- U.S. consumers drink far less wine per capita than their European counterparts.
  - France: 45.7 Liters / capita
  - Italy: 42.15 Liters / capita
  - Portugal: 41.8 Liters / capita
  - U.S.: **9.42 Liters** / capita
- 77 million wine drinkers in the U.S.
  - 46 million drink wine at least once per week, 2x the amount in 2000
- Wine sales in the US have grown every year since 1994.
- Younger consumers are driving new growth in the US wine market, purchasing more wine, more often and at a higher value than any they ever have.
- “Americans are increasingly interested in a lifestyle with wine and food, demonstrated by the presence of wineries in all 50 states and 17 consecutive years of growth in U.S. wine consumption.” Wine Institute
- Wine drinkers are affluent: 100% of Wine Spectator readers have HHI of \$100K+ (avg. \$177,000).





# A Family Identity

- One of the largest **family-owned fine wine** companies in the world.
- The **3rd leading French fine wine producer** and the **2nd leading exporter** of French fine wines.
- **Top 25 US wine companies** by annual US case sales.
- A **leading French family-owned investor** in the US wine market.
- Committed to the international market with a presence on **6 continents and 80 countries**.
- Fueled by an ambitious vision to build a **premium portfolio of wineries** from the most prestigious regions of the world.

# Key Company Metrics

- More than **7 million cases** worldwide
- Top 5 French fine wine producers
- Top 10 family-owned wine companies in the world
- Top 25 US producers
- 1.2 million cases sold in the US.
  - 832,000 cases California wines
    - Raymond Vineyards: 250,000 cases
    - DeLoach Vineyards: 225,000 cases
    - Lyeth Estate: 105,000 cases
    - Buena Vista Winery: 95,000 cases
    - Lockwood Vineyard: 75,000 cases
    - Amberhill: 60,000 cases
    - JCB by Jean-Charles Boisset: 22,000 cases (including Cremant)
  - 375,000 cases imported wines
- Two independent sales division: Imports and Domestic
- Luxury portfolio focused at above \$9
- Channel Split
  - 10% national chain retailers
  - 90% on-premise and broad-market, of which:
    - 60% on-premise
    - 30% independent retail
    - 10% national account on-premise







Boisset Family Estates portfolio includes leading positions in the **world's most prestigious terroirs**; a collection of **historical, luxury wineries**:

- Burgundy – *market leader; 16% share*
- Beaujolais – *2<sup>nd</sup> position; 14% share*
- Rhône Valley – *market leader; 7% share*
- South of France – *market leader*
- Napa Valley – *top 20*
- Russian River Valley – *top 10*
- Alexander Valley
- Sonoma County – *top 10*
- Loire Valley
- Crémant de Bourgogne – *market leader*
- Premium French sparkling wines – Burgundy & Loire Valley
  - *Market leader: methode champenoise*
- Niagara
- Piedmont, Italy – *leading producer*