



Jean-Charles Boisset

Jean-Charles Boisset grew up in Vougeot among the historic vineyards of the Côte de Nuits, where he was immersed from the very beginning in a family deeply involved in the world of wine, his parents having started the family wine business in 1961. Jean-Charles' involvement began early, accompanying his grandfather to the vineyards, playing in the barrel rooms and, as a teen, working several summers in the winery & cellars.

Jean-Charles completed his studies at the University of London, including courses in Spain and Germany, and moved to the U.S. for graduate studies in business and finance. He soon began work with Boisset's American operation, his first mission for the family firm. Fortified by his marketing studies in the country where this discipline originated, he successfully developed a domestic portfolio of wines & built a sales and marketing arm for the U.S. and Canada. He then rapidly joined the family management team in Burgundy as Vice-President, to further expand the family firm by organic growth & through numerous acquisitions to become the third largest wines-and-spirits concern in France.

Here, in obedience to his personal philosophy, he instituted the concept of "viniculture", which redefined the company's traditional role to encompass a close and active interest in all aspects of winegrowing to ensure premium quality and sustainable farming practices.



Jean-Charles' next big move was to dramatically redefine the family's founding winery, bearing his father's name, Jean-Claude Boisset. Concentrating its activities in the Côte de Nuits and Côte de Beaune, he elevated the winery to new heights of quality by focusing on small-production wines from vineyards with very low yields that relied on organic or biodynamic farming methods.

These efforts led to a redefined Boisset wine portfolio at every level, from historic *négoce* houses, brand name wineries and the domaines and chateaux, with a strict emphasis on premium quality. The strategy is best exemplified by the creation of Domaine de la Vougeraie together with his sister in 1999, where the family's vineyards in Burgundy were for the first time united as a single domain. The crown jewel of the Boisset portfolio, Vougeraie showcases the highest quality from Burgundy and deep respect for its vineyards, through certified organic farming, to match Jean-Charles' vision: excellence at all costs.

Jean-Charles then extended the family's leadership in Pinot Noir to the New World, where a partnership with Vincor, then Canada's leading wine firm, resulted in the creation of Le Clos Jordanne in Niagara in 1999. Le Clos Jordanne is now widely recognized as the premier producer of Pinot Noir in Ontario.

Jean-Charles' continued his search for premium New World *terroir* for Pinot Noir with the addition of De Loach Vineyards, in 2003. DeLoach was one of the original wineries in the Russian River Valley, specializing in premium Pinot Noir, Chardonnay and Zinfandel, and has since come to be recognized for its Burgundian wine-making techniques, dramatic quality improvements and prestigious single-vineyard wines.

Integral to Jean-Charles' long-term vision has always been a dedication to innovation and the environment, two qualities that have led to pioneering efforts in sustainability from the vineyard to the vessel. At wineries from DeLoach Vineyards to Le Clos Jordanne and Domaine de la Vougeraie, organic and biodynamic farming techniques have been implemented. Simultaneously, he has launched innovative new brands in alternative packaging that reduce a wine's environmental impact throughout its lifecycle. These successful new brands include French rabbit wines in Tetra Pak containers, Yellow Jersey in PET, and an A.O.C. Beaujolais wine from Mommessin in the first ever 750ml aluminum wine bottle.



Jean-Charles is a member of various boards of directors in different fields, and is active in a number of environmental groups around the world alongside the entire Boisset family, who are committed to promoting sustainability around the world through both their time and financial contributions. In addition to the environment, Jean-Charles has worked throughout his adult life with a number of dynamic charitable organizations such as Feed the Children dedicated to reducing child hunger in America.

Jean-Charles is also a member of the Northern California Young Presidents Organization (YPO), the French Club, La Confrérie des Chevaliers du Tastevin from Burgundy, La Commanderie du Bontemps et du Médoc from Bordeaux, and de L' Ordre du Coteaux from Champagne.

Jean-Charles was in June 2007 named to Decanter Magazine's list of the Top 50 Power Brokers in the global wine industry. In March 2008, he received the Meininger International Wine Entrepreneur of the Year Award from the Meininger Group, publishers of *Meininger's Wine Business International*, and in December 2008 he was named "Innovator of the Year" by The Wine Enthusiast Magazine.



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