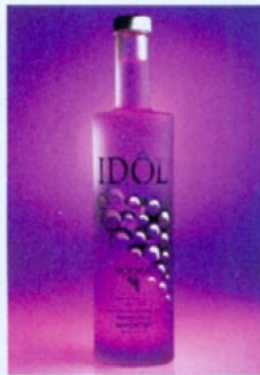


October, 2006

French Idol

VINTNER AND RESTLESS ENTREPRENEUR

Jean-Charles Boisset (his family firm owns Sonoma's DeLoach Vineyards and numerous French wine properties, among much else) has jumped into the crowded vodka arena in a big way with **IDÔL** (\$35). The remarkable thing about IDÔL is not so much that it is made from grapes rather than grain—Burgundian Pinot Noir and Chardonnay, no less—but that after its ballyhooed seven



distillations and five filtrations you can still actually taste the difference. It's smooth, alright, but it's the fruity roundness in the mouth and subtle whiff of spirituous grape—like a fine Burgundy *marc*—that gives this vodka its authentic and appealing character.

www.idolvodka.com.