



BOISSET FAMILY ESTATES AND BACCARAT PARTNER TO CELEBRATE THE UNION OF FINE WINE AND FINE CRYSTAL

St. Helena, CA (February 28, 2011) – United by French heritage and a commitment to luxury, Boisset Family Estates, a leading family-owned collection of wineries rooted in France and California, and Baccarat, the world's premier hand-crafted luxury crystal maker, announce a partnership that unites Baccarat's expertise in decanters and stemware with Boisset's unique wines and winery destinations.

"As part of a commitment to heighten our presence in the world of wine and spirits, Baccarat will form certain strategic alliances with pillars of the industry, the first of these involves the renowned vintner Boisset Family Estates," said Michael Belleveau, President & CEO of Baccarat North America. "It is a partnership in which both brands share a passion for perfection."

The union of Baccarat and Boisset Family Estates is being highlighted at Boisset's California properties: Raymond Vineyards in the Napa Valley, DeLoach Vineyards in Sonoma's Russian River Valley, and the Boisset *Taste of Terroir* – a stylish tasting salon on the Healdsburg square where Sonoma meets Burgundy. Each location showcases a hand-picked selection of Baccarat decanters, wine glasses and accoutrement.

The culmination of the partnership is the Crystal Cellar at Raymond Vineyards in Napa, where a tasting experience unfolds beneath a remarkable Baccarat chandelier in a room dedicated to Raymond's deep library of Napa Valley wines and an exploration of Earth & Air. Earth & Air is an educational class that illustrates the important effect that aerating wine in a Baccarat decanter has on Raymond's powerful Napa Valley Cabernets. Historical images of Baccarat's prestige collection of carafes, which were custom-designed to the specifications of European royalty, provide a backdrop to an experience of wine unlike any in the Napa Valley. Guests will have the option to taste Raymond's extensive library of Generations and Private Reserve Cabernet Sauvignon or current release District Collection Cabernets served in a Baccarat decanter for optimum enjoyment.

"In the Crystal Cellar at Raymond we strive to educate our guests on the important role that aerating wines has on our District Collection Cabernets, which further highlight the unique nuances present in three of Napa Valley's most famous sub-appellations. The cellar that we've created together with Baccarat propels the connoisseur's enjoyment of this learning experience, as they are surrounded by crystal and stainless steel in a very unique environment," says Jean-Charles Boisset, President of Boisset Family Estates.

The partnership between Boisset and Baccarat will continue in 2011 through a limited series of exclusive winemaker tastings at Baccarat locations featuring Jean-Charles Boisset and his winemaking team, the first of which will take place in New York City on March 3. Each event will

showcase decanting and aeration through a selection of highly-allocated or private selection wines served from Baccarat decanters and Baccarat's hand-selected glassware, always acknowledging the critical pairing of the wine with its proper vessel. Educational in nature, Boisset and the winemaking team will elaborate on the critical aspects of wine aging and cellaring, and proper aeration, to bring wines such as the Clos de Vougeot Blanc from Boisset's Domaine de la Vougeraie, Generations Cabernet from Raymond Vineyards, or the luxurious JCB by Jean-Charles Boisset to their peaks.

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ABOUT BOISSET FAMILY ESTATES:

Boisset Family Estates is a family-owned producer and importer of fine wines founded in Burgundy, France in 1961. Boisset's collection of more than twenty historical and unique wineries boast leading positions in the world's pre-eminent *terroirs*, including Burgundy, Beaujolais, the Rhône Valley, the South of France, Canada, and California's Russian River Valley and Napa Valley. One of the world's foremost producers of Pinot Noir and principal proponents of organic and Biodynamic® viticulture, Boisset crafts fine wines with a strict *terroir* approach: each house in its family of wineries has a unique history, identity, and style, yet all are united in the pursuit of superior quality. To learn more about the Boisset Family Estates collection, please visit www.boissetfamilyestates.com.

ABOUT BACCARAT:

Baccarat (Paris, Euronext, BCRA) is a market-leading designer, manufacturer and retailer of luxury crystal products. Since its foundation in 1764, the company, whose manufacturing base is in Baccarat in the Lorraine region of Eastern France, has been synonymous with a unique *savoir-faire* and has come to symbolize an inimitable French Art de Vivre. Baccarat crystal, ranging from lighting to tableware, decorative objects, jewelry and bottle manufacturing, is distributed in 89 countries. Explore the world of Baccarat at www.baccarat.com

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