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# Boisset Launches New Sparkler

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Sausalito, California-based Boisset America has launched Silver Cap Blanc de Blancs Brut, a sparkling wine from the historical Burgundian winemaking house Françoise Chauvenet, which was established by Madame Françoise Chauvenet in 1853. The wine is currently available in 8 states, including Arizona, California, Colorado, Illinois, Michigan, New Jersey, New York, and South Carolina.

"The Boisset family and Françoise Chauvenet have a long tradition of producing sparkling wines in Burgundy and with Silver Cap we are proud to offer the market high quality and great value in a growing category, says Deirdre Conley, Boisset Americas imported wine director. Sparkling wines from Burgundy are up 36-percent in volume and all sparklers from France are up 10-percent in volume for the first quarter of 2005 compared to last year. Our unique fermentation method in "horizontal" vats lasting for more than four months at a low, controlled temperature of 53.6 °F gives us a quality edge with complex fruit flavors and long-lasting tiny bubbles, while still giving the market a great value. "

Silver Cap blends Ugni Blanc, Colombard and Chardonnay grapes and is produced using the fermentation-in-vat method to ensure consistent quality. Following fermentation, the sparkling wine is aged on the lees for added body and then undergoes cold stabilization, filtering and bottling. It retails for \$9.99 a 750-ml. bottle and a 187-ml. bottle for \$3.29.



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