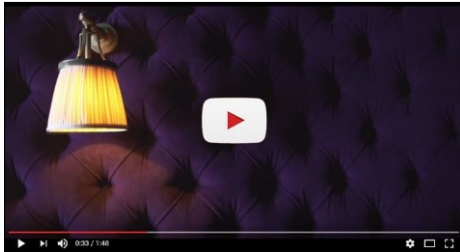


PRESS RELEASE – 11 October 2016

**la Maison • Vougeot**  
**Chic new wine-tasting lounge opening in Burgundy**  
**Designer Jacques Garcia has created a stylish backdrop for Boisset family wines**



A wine-tasting lounge of a new kind, **la Maison**, is opening in the Burgundy village of Vougeot this fall. This is a first for the region, a short hop from the Château du Clos Vougeot in the home village of the Boisset family. Here, they have created the perfect place to discover some silky wines that are the result of a long family history of winemaking.

The tasting experience is all about **Burgundy refinement**, from little-known gems to some great wines, which can all be discovered in warm, elegant surroundings. With works of art on every floor and tempting bottles to be tasted in alcoves from the cellar to the attic, visitors can discover attractive wine-related objects and lovely bottles to take away. It's an address to be whispered, since the aim is to retain a certain exclusivity.

**Frédéric Didier**, architect in Cluny for the Monuments of France and Versailles, has transformed this former winemaker's house, which has been elegantly upholstered in velvet by Jacques Garcia, working on his first creation in his native Burgundy.

La Maison recounts the history of the Boisset family, a passionate adventure through the world of wine that began in the 1960s, and which is now being spearheaded by the second generation, Nathalie and Jean-Charles, with estates in both Burgundy and California. Here, you can taste the wines from the *terroir* of Vougeot, offering an ode to the finesse of **Pinot Noir** and the subtle side of **Chardonnay** in three styles, with **the purity of the wines from the Domaine de la Vougeraie, the elegance of those from the Jean-Claude Boisset label, and the effervescence of the Crémant de Bourgogne of JCB by Jean-Charles Boisset.**

The selection of wines from the **Domaine de la Vougeraie**, the family estate run on biodynamic principles, is built around hand-crafted *cuvées*, such as the renowned monopole Vougeot Premier Cru Le Clos Blanc de Vougeot which grows just nearby, and which pulls off the unique feat of combining minerality with great depth. One can also appreciate the refinement of the wines of the patronymic house of **Jean-Claude Boisset** – rounded, forthright, and uncompromising, with a very fine pedigree. And what would Burgundy be without Crémant de Bourgogne, its sparkling appellation with an ever-growing reputation for quality? Jean-Charles presents several wines here with extrovert personalities, inspired by his adopted home of California, and bearing the signature **JCB by Jean-Charles Boisset.**

Welcome to this **chic, theatrical ambiance**, with red curtains and mirrors immediately plunging you into the atmosphere. The entrance offers various tastings according to your mood, that you can freely choose using your Enomatic wine dispenser card. Wander through the Winemaker's Chambers and into the Boudoir, or linger in the Library and marvel at the Cabinet of Curiosities, before climbing the narrow staircase to the JCB Lounge, choosing the wines you wish to taste along the way, before descending to the Starlit Cellar.

You will be charmed by the magical works of artist **Hélène de Saint Lager** and photographer **Mathilde de l'Ecotais**, which offer a sensorial interpretation of the explosive bouquet of wine.

The spirit of Burgundy wines can be found in la Maison, the embodiment of refinement in Vougeot.



**la Maison** 1, rue du Vieux Château • 21640 Vougeot • Burgundy – France |  
+33.3.80.61.06.10 • [contact@laisonvougeot.com](mailto:contact@laisonvougeot.com)

**Tasting:** from €25 per person, open from 11am to 6.30pm Monday to Thursday and Sunday, and 10am to 7.30pm Friday and Saturday

**Available on site:** Wines from the Domaine de la Vougeraie, the Maison Jean-Claude Boisset, and JCB by Jean-Charles Boisset, plus exclusive jewelry, wine-related objects, books about Burgundy and its wines, and lots of other tempting items. [www.laisonvougeot.com](http://www.laisonvougeot.com)