

# Boisset gives back; releases Victory Day Sonoma County wine

REGISTER STAFF 19 hrs ago

**T**wo initiatives from Boisset Collection will help give back to communities impacted by the COVID-19 virus.

To commemorate the 75th anniversary of the end of World War II on May 8, 1945, Boisset Collection has released Victory Day, a blend of Sonoma County fruit. They are donating \$1 for every bottle sold to veterans' charities.

The black and white image on the wine's label is from a photo taken on Victory Day and shows American troops in Paris holding up copies of a newspaper with the headline reading "Peace."

"We feel it is so important to remember the day when the free world joined together to celebrate peace, and that is why we are proud to release Victory Day," said Jean-Charles Boisset, Boisset Collection Proprietor whose grandparents served in the French Resistance.

"Seventy-five years later this wine will also mark the triumph over a modern-day enemy, the virus that the entire world has joined together to fight."

Brian Maloney, director of Sonoma County winemaking, made the wine, a blend of Cabernet Sauvignon, Syrah, Petite Sirah, Grenache, Petit Verdot and Merlot.

The wine is being sold direct to customers in three-bottle packs for \$135 through the following Boisset property websites: Buena Vista Winery, DeLoach Vineyards, Oakville Wine Merchant, JCB Collection and Wattle Creek. Free shipping is available when purchasing at least six bottles with the code 1945VD.

Victory Day can also be purchased at Oakville Grocery's locations in Oakville and Healdsburg. Join Jean-Charles and Brian Maloney on Thursday, May 7 at 6 p.m. as they discuss Victory Day wine and on Friday, May 8 at 6 p.m. as Jean-Charles celebrates the anniversary during a special installment to his online happy hours.

Boisset discusses the new wine on [vimeo.com/410376016](https://vimeo.com/410376016).

Boisset Collection is also making its 2017 Raymond Vineyards Sommelier Select Cabernet Sauvignon available directly to retailers and consumers for the first time and is donating a portion of the proceeds to The United Sommeliers Foundation.

The wine, which has an SRP of \$20 and is usually only sold to on-premise accounts. Jean-Charles Boisset is inviting customers and retailers from around the country to purchase the wine in an act of solidarity and to help support them while they are unable to work due to business closures.

"We felt it was important to give back to these dynamic and knowledgeable members of our world who are usually on the floor every day sharing their love for our family of wines," said Boisset said.

The Sommelier Selection Cabernet Sauvignon is blended from Cabernet Sauvignon, Merlot and Cabernet Franc from Napa, Sonoma and Lake counties. Raymond winemakers Stephanie Putnam and Thane Knutson will discuss more about the wine on Wednesday, May 6 at 1 p.m. during their weekly virtual session.

### **New tasting room for Kenefick**

Looking forward to when they can welcome guests again, Kenefick Ranch, celebrating its 40th anniversary, has hired Osborn Siegart Architecture LLP to design a new tasting room in Calistoga. It is expected to open in 2022.

To learn more about Kenefick Ranch's wines, tune in to the "Weekly Sip with Kenefick Ranch," a virtual wine tasting series taking place each Friday at 3 p.m. Led by Chris Kenefick, the webinars are free to attend and participants can ask questions in real time. Sign up on the Kenefick Ranch Facebook page under the "Events" tab. For those interested in tasting the featured wines along with Chris, Kenefick Ranch is offering \$1 shipping on purchases of three bottles or more now through May 10.