



# Platinum Wine Club

90+ Rated, Ultra Premium, Collectable Wines from California's Best Winemakers.

## Les Bouquinistes | Calistoga AVA, Napa Valley

This unique concept was originated five years ago by Napa-based Coup de Foudre Winery with the intent of honoring specific authors and the charities those authors were associated with.

The name *Les Bouquinistes* (pronounced *lay boo-quin-eest*) which means 'booksellers' in French had its inception, or first chapter, in 2014, when a total of around 400 cases was produced. "We intend to produce a similar type wine each year there is enough fruit available to do so," explained Ashlee Hallengren, the company's director of global sales and marketing. "Unfortunately, when we experience really small crops such as 2015, we simply can't produce a Les Bouquinistes."

The staff at Coup de Foudre considers the Les Bouquinistes project a mutual effort. Each staff member reads the book selected to ensure the work is a good fit for the project. The group seeks books that impact the world or speak in some manner toward social justice. Once agreement is reached, the wheels are put in motion to produce the wine.

Most of the fruit comes from vineyards located in the Calistoga AVA that are owned by Coup de Foudre Winery. If additional fruit is needed, it is sourced from within the Calistoga wine growing region to retain its identity and regional terroir.

The 2017 Les Bouquinistes Red Blend is the third chapter in the series. The feature book is an autobiography by author Jacqueline Novogratz that explores the concept of bridging the gap between rich and poor. In the book, Novogratz hopes to use the power of markets to achieve social transformation, primarily through providing economic opportunity to the poor and marginalized.

The author is also the founder of the Acumen Fund, the entity that will receive a portion of the profits from the sale of Les Bouquinistes wines. Acumen Fund began operations more than 15 years ago and is a non-profit impact investment fund that invests in social enterprises that serve low-income communities in developing countries across Sub-Saharan Africa, South Asia, Latin America and here in the United States. Acumen Fund raises charitable donations to make equity investments in early-stage companies that provide a product or service to the poor.

"*The Blue Sweater* was a wonderful choice for our program," continued Ashlee Hallengren.

"Everyone agreed it was a most compelling story and it was autobiographical. That made it even better to read for everyone."

The fruit for this inviting Red Blend comprises a wide swarth of varietal choices. Petite Sirah, Merlot, Petit Verdot and Zinfandel are blended together to produce an amazing wine with great character, definition and best of all, great taste.

The wine is made by Kent Jarman, the established winemaker that handles all the winemaking chores for Le Coup Foudre Winery. Jarman is originally from Louisiana and holds a degree in enology and viticulture from the famed institution of higher learning (for wine and associated fields) UC Davis. His former posts were at Duckhorn Vineyards and Kenefick Ranch Vineyards and other smaller boutique wineries in Napa Valley. He is also the owner/winemaker for Joseph Kent/Kent Jarman Wines along with his wife Ashely. The label suggests the bookseller's neighborhood along the banks of the Seine in Paris.

The Les Bouquinistes project is another of owner John Schwartz's wine projects that has morphed over the years. Schwartz was an executive with Wente Bros Vineyards for many years and also a restaurant developer. His most ambitious projects are done in conjunction with noted Winemaker Heidi Barrett, a childhood friend of Schwartz. His principal winery, Coup de Foudre (literally love at first sight), is around 15 years old, and produces primarily Napa Valley wines that specialize in the Napa Valley Appellation.

It is our pleasure and privilege to bring our *Platinum Wine Club* members a wine such as this 2017 Les Bouquinistes Red Blend. Such a small-production wine is rarely available outside its source. Add to the fact that there is little or no marketing done for this opportunistic wine is seldomly available for purchase. The fact that the accompanying story is compelling and real adds to the wine's allure. The fact that a larger amount of this fine blend was made is one of the only reasons it was available in the first place. 690 cases for any wine is a small amount, particularly a wine with this background and character.

We salute Coup de Foudre and its staff on a marvelous choice of both subject matter (for the book) and choice of amazing grapes that constitute the wine. We know you will enjoy this amazing wine.



# Les Bouquinistes | 2017 Red Blend



**93+ POINTS**

— James Suckling

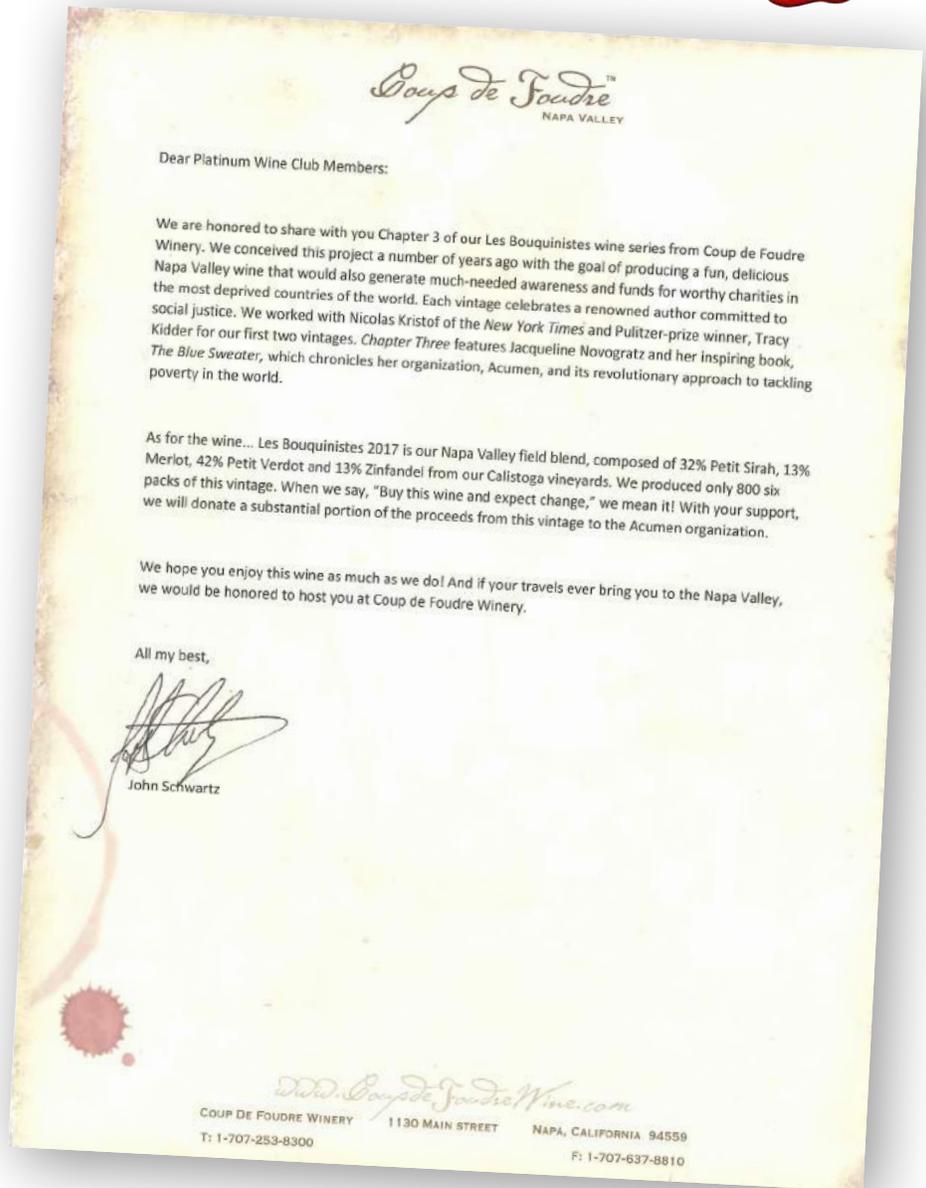
**92 POINTS**

— Decanter

## 690 cases produced

An unyielding nose of bright cherry, hints of pluot fruit, quince paste and spicy overtones lift this exceptional field blend from the Calistoga AVA in Napa Valley. The palate is brought together by a combination of structured Petite Sirah and an inky Petit Verdot that provide firmness and body, while the Merlot and Zinfandel add the bright red fruit elements. It's an elegant estate-grown wine that finishes bright and full, and lingers for that extra moment.

Perfect by itself or any fine cut of beef. Allow it to breath and notice the wine opens up with new elements to discover both on the nose and the palate. 42% Petit Verdot, 32% Petite Sirah, 13% Zinfandel, 13% Merlot. Aged 14 months in French Oak, 30% new. Alcohol 14.2%.



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**This month's Platinum Plus!  
Featured Wine:**

**The Ojai Vineyard, 2014 Syrah  
White Hawk Vineyard,  
Santa Barbara County**

95 Pts. - Antonio Galloni's *Vinous* & *Jeb Dunnuck*  
92 Pts. - Robert Parker's *The Wine Advocate*  
382 Cases Produced



Shipping and tax (if applicable) not included in above prices.

\*Effective per bottle prices after Membership Rewards discount is applied at checkout. Membership Rewards does not apply to Sale or Special-Offer Wines.

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