

Since 1972 Château de La Chaize in Brouilly, France along with its winery, cellars and gardens have been classified as historical monuments.



# Tive le Vin

## FANTASY WINE EXPERIENCES

Traveling from Bordeaux to Paris, the Baron of Wine offers exclusive access to everything from dining beyond the private gates of a chateau to visiting a 15th century castle.

BY CINDI R. MACIOLEK

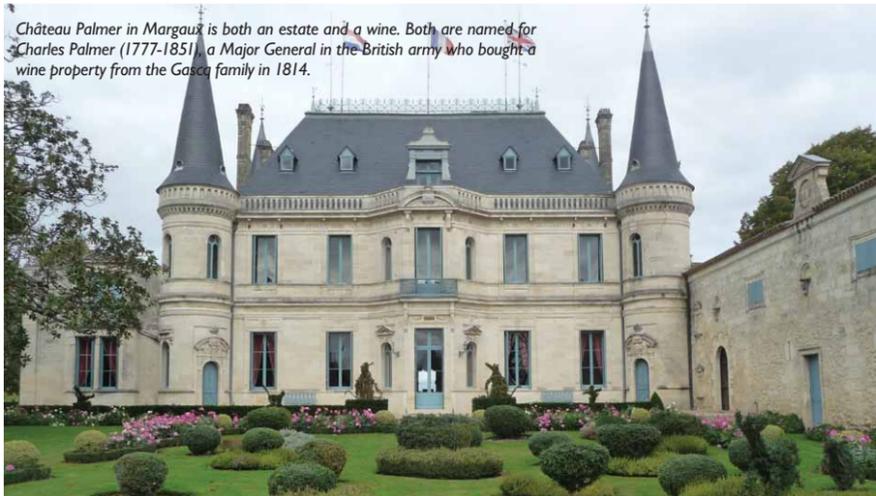
For tastemakers and globetrotters in search of unique gifts for the upcoming holiday season, what better way to surprise the oenophile in your life than with an exclusive wine tour through Burgundy, Champagne or the Loire Valley.

In the luxury travel world the trend has always been toward insider access and experiential travel. As Las Vegas we know all about the benefits of having access to an insider – a host, a concierge, friends in high places – who helps to orchestrate unique experiences. So, when it comes to wine, Las Vegas' very own Baron of Wine, Yves de Boisredon of [www.TheBaronofWine.com](http://www.TheBaronofWine.com), is your new best friend.

Born in Austria to a French army major, raised throughout Europe, with a noble lineage that dates back to the beginning of the 13th century, Boisredon epitomizes all the best parts of nobility, interlaced with a keen sense of wine.

He uses that keen sense to organize experiential excursions for oenophiles of every taste and knowledge level. "When I plan these tours, I want them to be more of an experience than a trip," explained Boisredon. "They're very exclusive. We try to limit them to no more than a dozen guests per tour. While a nice time can be had in seven to 10 days, a two-week trip is fantastic."

The tours the Baron plans are customizable as attendees are purchasing a land package that is turn-key with travel dates totally at their discretion. Clients can fly commercial or via private jet. They can stay in luxury hotels or private apartments. It can be relatively casual or he can organize black-tie dinners. Generally, the trips start in Bordeaux and end in Paris, but in between you can visit Burgundy, Champagne or the Loire Valley.



Château Palmer in Margaux is both an estate and a wine. Both are named for Charles Palmer (1777-1851), a Major General in the British army who bought a wine property from the Gasca family in 1814.

Before the trip, Boisredon holds a conference call to answer any questions, particularly about dress code and etiquette. "I never want clients to feel awkward or out of place. The first evening I host a tasting event to put everyone at ease. I don't want anyone to feel intimidated. Even those that think they know a lot about wine learn something."

Holiday gift givers will have plenty of time to organize a trip before the giving season because the Baron recommends planning your European wine tour for the spring. "The best time of the year to go is the spring because the days are longer, but the fall is harvest time," offered Boisredon. "Wine is made in the vineyard, and when you see the grapes sorted by hand, you'll understand why some wines are so expensive."

There are numerous wine tours oenophiles could consider when shopping around for the

perfect trip, however, the Baron's access is what makes his wine tours so coveted. "We visit my friends and family to see a side of French culture that the general public doesn't have access to," said Boisredon. "For example, we can have dinner with one of my friends whose chateau, parts of which date back to the 14th century, has two-and-a-half acres of rooftops."

Brenda Crompton, who participated in one of Boisredon's excursions with her husband, found the Baron's access to be a truly unique feature. "Yves' trip is unlike anything else because we were invited into his friends' homes," she said. "It's totally different from a wine tour. We've done a lot of tastings and tours in the U.S., Mexico and Canada, never in Europe, but everything about this trip was very different. Usually, group members don't even interact, but when you go with Yves, everyone is a friend. Then, you go into places

the public doesn't normally get to go because we are considered his friends. Lunching beyond the private gates of a chateau is amazing."

Crompton offered that even if you know a lot about wine, you'll learn something from the Baron. "The French have a totally different approach to making wine. Here, it's all about the process. There, it's more about the environment, the culture and the history. France is a very small country so it's interesting to have such differences in places just a couple of hours apart," she continued, "it's very remarkable. Some of the wines we tasted were rare and never make it out of France. They are sold directly from the winery, so we don't even have access to them here. It was a treat to be able to try these coveted and expensive bottles of wine."

Crompton has applied some of the social mores she learned from Boisredon when she returned home. "For example, I love how couples are split up when seated for a private dinner party, alternating male and female. It's all very socially oriented."

She also puts her extensive wine knowledge to use. "When I'm ordering wine in a restaurant, I now pay attention to the year and deal with it accordingly. Temperature is a big factor in serving wines. And, while North Americans hear a lot about decanting, on this trip I learned more about aging wines. Even people with a background and understanding of wine can learn a lot from him. I totally want to do it again."

Professional speaker John Bradford Love surprised his wife with a tour. "We're given words to communicate pictures and emotions,

but in this case, words just don't do it justice. I wish I had the superlatives to describe what we experienced. The trip was off the charts.

"It's one thing to visit the wineries but they took us into the cellars. We visited a 15th century castle with a moat whose ancestors defended it against the English. And Yves knows these people," Bradford Love pointed out incredulously. "The restaurants are unbelievable. The last night we had dinner at the Eiffel Tower. I wish I had made this trip when I was 85 because I'm never going to top it.

"It was first class all the way, unbelievably orchestrated, an all-inclusive trip. You don't take your wallet out. I grossly underpaid," Bradford Love said of Boisredon's wine tours which begin at \$12,000 per person for an exclusive one-week land package. "We've been on so many other expensive vacations but nothing like this.

"The time Yves put in had to be a magnanimous amount, and it went off without a hitch. You can go there with just a nominal knowledge of wine or as a collector and rock your ship. Yves is the connoisseur. At any level, he will sophisticate you. You come away with a thorough understanding and appreciation for wine. That trip has definitely sophisticated my palate."

Cindy McLane, owner of www.TranscribeYourBooks.com, also gained a new appreciation of grapes after taking one of the Baron's wine tours. "I'd never been on a wine trip or to France, and I didn't know much beyond red or white. But, after the trip, I was able to describe the tastes more fully. I became much more informed about not only wine, but about the history and the culture of every place we visited. You will not find a better person to travel with and teach you about the wines than Yves. He's great, he speaks the language and he's just an overall wonderful tour guide and teacher.

"Yves had everything arranged to the finest detail, including wine journals with photos of the labels so we could take notes. It was awesome because we had so many tastings we'd have no other way to keep track. We had maps outlining where we were going, and on luxury buses we got a lot of history from Yves. He's so well-informed about the wine, the land and the history about it. Now, when I eat at a restaurant, I apply what Yves taught us."

And the Baron is more than happy to share his wealth of wine knowledge and access to his cherished network of friends. "I have a fabulous life and I've been witness to many beautiful things," explained Boisredon. "Now, it's my opportunity to share that with others." □

## THE BARON HAS STATESIDE WINE TASTINGS TOO

If traipsing about France just doesn't fit into your plans, Boisredon is also available for private wine tasting events locally, for an intimate group or for 300 of your closest friends.

"Here again, everything is totally customizable. We can choose the wines and menu together or I can plan the entire event. Guests discover how to use their senses to fully drink the wine then utilize that knowledge with different pairings," said Boisredon, who usually starts his private

events by offering some education on wine followed by a tasting to apply what attendees have learned.

"I can help you be confident and develop your tastes, for drinking or for future investment," explained Boisredon.

"I want to make sure people enjoy what they're doing while sharing with family and friends. It's amazing, but 45 minutes of quality wine education can change a life."

You can find him at [www.TheBaronofWine.com](http://www.TheBaronofWine.com).

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