



**FOR IMMEDIATE RELEASE**

## **SONOMA COUNTY VINTNERS ANNOUNCES INAUGURAL BARREL AUCTION FOR TRADE**

**Santa Rosa, CA (January 26, 2015)** — May 1st marks the beginning of a new Sonoma County tradition. The Sonoma County Vintners announces the inaugural *Sonoma County Barrel Auction*—a live auction of a curated selection of one-of-a-kind wine futures that represent the stylistic range and world-class quality of Sonoma County. The event will kick off on Thursday, April 30<sup>th</sup> with a VIP trade and media preview event at Williams Selyem Winery, with celebrated icons of the Sonoma County wine industry. The live auction featuring over 50 exclusive wine-only lots will follow on Friday, May 1<sup>st</sup> and will conclude with a celebration lunch prepared by local chefs for all guests and participating wineries. Licensed wine sellers, including retailers, restaurateurs and wholesalers, may request a ticket to the invitation-only event beginning Monday, February 2, online at [www.SonomaWine.com/BarrelAuction](http://www.SonomaWine.com/BarrelAuction) by contacting Danielle Hollywood at (415) 683-0696 or [Danielle@fullcirclewinesolutions.com](mailto:Danielle@fullcirclewinesolutions.com). Space is limited.

“2014 was a breakthrough year for the Sonoma County Vintners culminating with the record breaking Sonoma Harvest Wine Auction. With this momentum, it is the perfect time to introduce this new event in order to highlight the incredible diversity, quality and creativity of our vintner members and to support the continued promotion, protection and enhancement of our cherished Sonoma County appellation,” said Corey Beck, President of the Sonoma County Vintners Board of Directors and of Francis Ford Coppola Winery.

Cultivated in Sonoma County's most highly acclaimed vineyards. Handcrafted by legendary vintners. Curated by a hand-selected panel of influential Sommeliers. Every lot in the inaugural Sonoma County Barrel Auction is a masterpiece of Sonoma County winemaking. Wines for this event will be produced in very limited quantities ranging from five to 20 cases, giving select members of the wine trade the opportunity to offer true originals for resale to their customers and ultra-premium wine collectors. Auction lots will be selected in a blind tasting in February by a specially curated panel of six master sommeliers and a masters of wine. The panelists include:

- Evan Goldstein, Master Sommelier, Full Circle Wine Solutions (San Francisco, CA)
- Tim Gaiser, Master Sommelier, Wine Consultant (San Francisco, CA)
- Alex LaPratt, Master Sommelier, Atrium Dumbo (New York, NY)
- Sur Lucero, Master Sommelier, Jackson Family Wines (Santa Rosa, CA)
- Andy Meyers, Master Sommelier, Jose Andres' ThinkFoodGroup (Washington, D.C.)
- Bob Paulinski, Master of Wine, BevMo (San Francisco, CA)
- Madeline Triffon, Master Sommelier, Plum Market (Detroit, Michigan)

For timely updates and more information on the Sonoma County Barrel Auction, like the Sonoma County Vintners on Facebook at <https://www.facebook.com/SonomaCountyVintners> , follow on Twitter at @SonomaVintners or search using the hashtag #SoCoBA.

**About Sonoma County Vintners**

Sonoma County Vintners (SCV) is the leading voice of Sonoma County wine, dedicated to raising awareness and building understanding of Sonoma County as one of the world’s premier wine regions, noted for its heritage of artisan winemaking, distinct growing regions, and extraordinary quality. Founded in 1944, SCV represents more than 250 wineries and affiliates of all sizes throughout the county. Learn more about SCV at [www.SonomaWine.com](http://www.SonomaWine.com).

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