



FOR IMMEDIATE RELEASE

SONOMA COUNTY'S INAUGURAL TRADE BARREL AUCTION RAISES OVER \$460,000

Santa Rosa, CA (May 2, 2015) — In just two short hours yesterday, a rousing display of energetic bidding on a range of unique Sonoma County wines resulted in a \$461,700 fundraising total for the [Sonoma County Vintners \(SCV\)](#) at the inaugural [Sonoma County Barrel Auction](#). The tasting and auction event was attended by more than 250 top trade and media guests and featured rare small lot wines, mostly futures, representing 14 of Sonoma County's 17 appellations.

"We are grateful for the generosity of our friends in the trade and thrilled to have Sonoma County recognized as a world-class growing region," exclaimed Carolyn Stark, Executive Director of the Sonoma County Vintners. "The results of this first ever trade auction demonstrate the value of our beautiful wines and we look forward to welcoming our trade guests at next year's event scheduled for Friday, April 29, 2016."

The 71 lots of wine created for and sold exclusively at the inaugural barrel auction are some of Sonoma County's rarest; produced in quantities as small as five cases. Each never before, never again wine was crafted to showcase the region's highest quality and to uniquely express the story of Sonoma County's diverse grape growing and winemaking styles. Selections included unique single vineyard bottlings, specific clonal selections, blends, wines aged using special barrel regimes and joint lot wines produced by collaborating wineries.

Two lots tied for the highest bid, each selling for \$24,000. The first was purchased by Glen Knight of The Wine House (Los Angeles, CA) and is a barrel collaboration between Joseph Swan Vineyards, Kosta Browne Winery, and Williams Selyem Winery of Russian River Valley Swan Selection Pinot Noir named "The Father, The Son and The Holy Ghost." The second lot, Williams Selyem Reverence, incorporated seven different heritage clones from 10 of the most prestigious vineyards in the Russian River Valley and was purchased by Drew Goodgame of Porthos Wine Ventures (Sausalito, CA).

Other top earning lots at the auction included Kinsella Estates; Martinelli Winery; a collaboration between West Sonoma Coast Vintners, including Ceritas, Failla, Freeman, Joseph Phelps, Littorai, Peay and Red Car; Patz & Hall; Balletto Vineyards; Paul Hobbs Winery; Pride Mountain Vineyards; Seghesio Family Vineyards; and Francis Ford Coppola Winery. The highest bid for a white wine at the auction was received by Ramey Wine Cellars.

Highest bidding trade accounts at the event include Robert Merrifield Polo Grill (Tulsa, OK); The Wine House (Los Angeles, CA); Wine Spectrum (Santa Rosa, CA); Wine.com (San Francisco, CA); and Hi-Time Wine Cellars (Costa Mesa, CA).

This year's successful bidders, all members of the licensed wine trade such as retailers, restaurateurs, importers and distributors, will make these highly-collectible wines available to their customers under the Sonoma County Barrel Auction wine label, which is in the final design stages.

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.

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Images available upon request.

Photo Credit: George Rose on behalf of Sonoma County Vintners