



FOR IMMEDIATE RELEASE

**SONOMA COUNTY VINTNERS OPENS 2016 BARREL AUCTION TRADE INVITATIONS**  
*Official Barrel Auction Label Unveiled*

**Santa Rosa, CA (November 18, 2015)** —Today, Sonoma County Vintners will begin accepting requests for trade invitations for the second annual *Sonoma County Barrel Auction*. Licensed wine sellers, including retailers, restaurateurs and wholesalers, may request a ticket to the invitation-only 2016 event online at [SonomaWine.com/barrelauction](http://SonomaWine.com/barrelauction) or by contacting Danielle Hollywood at (415) 683-0696 or [Danielle@fullcirclewinesolutions.com](mailto:Danielle@fullcirclewinesolutions.com). The trade-only barrel auction will take place at Vintners Inn in Santa Rosa on Friday, April 29, 2016. Space is limited.

“This is a unique opportunity for our guests to meet with our winemakers and winery owners, forge new business relationships, and expand their knowledge of Sonoma County and its wines,” said Carolyn Stark, Executive Director of Sonoma County Vintners (SCV). “Last year’s auction exceeded our expectations in every way. We look forward to welcoming our trade guests for another fantastic event featuring our one-of-a-kind wine gems.”

Earlier this year, the inaugural auction attracted more than 250 top trade and media guests and generated over \$460,000. The 71 rare, small lot wines sold—futures representing 14 of Sonoma County’s 17 appellations—will not be found in the market except by the wine seller who secured the unique wine bearing the official *Sonoma County Barrel Auction* label, also unveiled today.

The *Sonoma County Barrel Auction* label features a clean, classic contemporary style and is printed on high quality, beautifully textured paper. The front label features the *Sonoma County Barrel Auction* logo embossed in gold foil as well as the vintage date, producer name, wine name and appellation. The back label includes the auction year, lot number, and lot name of the special wine. Back labels will be signed by the winemaker.

For timely updates and more information on the 2016 Sonoma County Barrel Auction, like Sonoma County Vintners on Facebook at <https://www.facebook.com/SonomaCountyVintners>, follow on Twitter at @SonomaVintners, on Instagram at @SonomaCountyVintners or search using the hashtag #SoCoBA.

**About the Sonoma County Barrel Auction**

Cultivated in Sonoma County’s most highly acclaimed vineyards. Handcrafted by legendary vintners. Curated by a hand-selected, impartial panel of wine experts. Every lot in the annual Sonoma County Barrel Auction is a masterpiece of Sonoma County winemaking. Wines for this event are 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. Proceeds from the event support the marketing efforts of Sonoma County Vintners.

### 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 260 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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### Label Design:

