



FOR IMMEDIATE RELEASE

**2016 SONOMA COUNTY BARREL AUCTION SETS NEW FUNDRAISING RECORD;
INCREASES AUCTION SALES BY MORE THAN 50 PERCENT**

Santa Rosa, CA (April 29, 2016)—The Sonoma County Vintners are celebrating after 75 unique Sonoma County wine lots fetched a total of \$693,800 at today's 2016 [Sonoma County Barrel Auction](#), increasing the event's fundraising total by more than 50 percent over last year. More than 250 top wine professionals and media attended the event which featured rare, small lot wines from 16 of Sonoma County's 17 appellations.

"The results of this year's Barrel Auction are testament to the demands of the current wine market and we appreciate our trade guest's confidence and regard for Sonoma County wines as highly coveted additions to any collector's cellar," said Jean Arnold Sessions, Interim Executive Director of the Sonoma County Vintners. "We are delighted by their enthusiastic participation, and we look forward to welcoming them at next year's event scheduled for April 21, 2017."

The 75 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.

Kosta Browne's "The KB Elixir," a pinot noir comprised of 50 percent Russian River Valley and 50 percent Sonoma Coast fruit, fetched the highest bid of the day at \$46,000.

Other top earning lots at the auction included Williams Selyem Winery's "35th Anniversary Blend" Pinot Noir at \$40,000 and Silver Oak Cellars "Single Barrel" Alexander Valley Cabernet Sauvignon, which sold for \$33,500. The highest bid for a white wine at the auction was received by "The Judgment of Paris 40th Anniversary Barrel," a joint lot from Bacigalupi Vineyards, Dutcher Crossing Winery, Flanagan Wines, Gary Farrell Vineyards & Winery and MacRostie Winery & Vineyards which sold for \$15,000.

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.

Proceeds from the 2016 Sonoma County Barrel Auction support the ongoing marketing initiatives of Sonoma County Vintners and their AVA partners.

The 2016 Sonoma County Barrel Auction enjoys the support of America AgCredit (Lunch Sponsor), Silicon Valley Bank Wine Division (Icons Library Tasting Sponsor) and G3 (Closure Sponsor). In addition, 2016 Supporting Sponsors include Carle, Mackie, Power & Ross; Pack n' Ship Direct; Tonnellerie Cadus and Vintners Inn. The 2016 Wine Sponsors are Gloria Ferrer Caves & Vineyards, Rodney Strong Vineyards and The Calling.

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 1946, 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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