



APRIL 21, 2017 - SONOMA COUNTY, CA

## NEVER BEFORE, NEVER AGAIN WINES

The Sonoma County Barrel Auction, an annual event produced by Sonoma County Vintners (SCV), is a live auction of a curated selection of wine futures that represents the stylistic range and world-class quality of Sonoma County. This exclusive auction is by invitation-only for members of the wine trade and media. Auction lots will range from 5 to 20 cases, giving trade buyers the opportunity to offer true original wines for resale to their customers and ultra-premium wine collectors.

### Details:

- **Thursday, April 20, 2017** – PRE-AUCTION Activities
  - AVA Associations will host preview events, which will be posted on the website
  - VIP Trade & Media Event (*invitation only*)
- **Friday, April 21, 2017** – AUCTION and GRAND TASTING: Vintners Inn, Santa Rosa, CA
  - GRAND TASTING of Barrel Auction Lots, followed by LUNCH and the LIVE AUCTION
  - Auction will include 80 - 100 exclusive wine-only lots
  - Attendees: 300 - 400 Trade & Media only, no consumers
  - A winery principal or winemaker must be available to attend

### Why participate?

The goal of the Sonoma County Barrel Auction is to elevate the image and perception of Sonoma County wines, build excitement and give key members of the trade a reason to visit and connect with our vintners each year. Be a participant in this rare opportunity to showcase an exclusive, one-of-a-kind wine to high caliber wine buyers and media from across the country. Auction lots will be selected in a blind tasting by an impartial third party panel of Master Sommeliers.

### How to Submit Your Lot?

- **Submission deadline: Tuesday, December 20, 2016.**
- Propose a unique, one-of-a-kind 5-case, 10-case or 20-case auction lot, not available in the marketplace.
- Submit a written description including 3-5 bullet points describing how your wine is unique – for example: vineyard source, varietal(s), blend, clones, aging regime and special collaborative project with another winemaker.
- Consider offering a wine dinner or store visit for the winning bidder's account.
- Lot selections will be made in a blind tasting by an impartial third party panel of Master Sommeliers.
- For the panel tasting, provide 2 bottles of the barrel sample for your proposed lot, or a bottled sample of a finished wine indicative of your winemaking style and philosophy. Sample wine delivery will be January 9 - 10, 2017 to the SCV office.
- Wineries will be informed of their lot status by February 2017. "Save the Date" for participating Vintner Champion Meeting on Wednesday, February 22, 2017 (9 - 10:30 AM).
- Wineries will bottle, label (SCV will provide labels) and ship wine to winning bidders.
- **[CLICK HERE TO SUBMIT NOW!](http://tinyurl.com/barrelauction2017) Or visit: <http://tinyurl.com/barrelauction2017>**

**QUESTIONS?** Contact Dana Macaulay, SCV Event Director at [dana@sonomawine.com](mailto:dana@sonomawine.com) or 707/522-5846.

**[www.sonomawine.com/barrelauction](http://www.sonomawine.com/barrelauction)**