



FOR IMMEDIATE RELEASE

Third-Annual Sonoma County Vintners Barrel Auction to Offer Trade Buyers Rare and Unique Wines from Top Vintners on April 21, 2017

(December 15, 2016; Santa Rosa, CA) On April 21, 2017, over 250 of the nation's top wine trade and media will gather for the third annual Sonoma County Barrel Auction at Vintners Inn in Santa Rosa, Ca., to compete over one-of-a-kind Sonoma County wines. Presented by Sonoma County Vintners, the live auction will offer "never before, and never again" wines evaluated in a blind tasting by a panel of Master Sommeliers, each crafted by Sonoma County growers and vintners in lots of five, 10 or 20 cases. The wines will not be found in the market, except by the wine seller who secures the unique lot bearing the official Sonoma County Barrel Auction label.



The Sonoma County Barrel Auction will take place April 21, 2017

The two-day festivities begin Thursday, April 20 with preview events hosted by Sonoma County AVA Associations and an invitation-only VIP trade and media event. The live auction will take place on Friday, April 21. Attendees are licensed wine sellers, including retailers, restaurateurs and wholesalers, invited personally by participating wineries. For more information or to request a ticket, visit sonomawine.com/barrelauction or contact: sommelier@fullcirclewinesolutions.com.

"The Sonoma County Barrel Auction was created as a platform to showcase Sonoma County's diverse geography, depth of viticulture and winemaking talent, and the overall wine quality to members of the wine trade," says Jean Arnold Sessions, Executive Director, Sonoma County Vintners. "The participating winemakers have all been challenged to make a wine that is truly unique. We hope sommeliers and wine buyers come away with a renewed excitement for Sonoma County wines, as well as one-of-a-kind wines for their clients and customers."

Now in its third year, the live auction has quickly become one of the nation's most prominent wine trade events. The 2016 auction offered 75 unique small-lot wines, representing 16 of Sonoma County's 17 appellations. A total of \$693,800 was raised for the Sonoma County Vintners and its AVA partners, representing an increase of more than 50% from the inaugural auction's \$460,000.



Click for video recap of the 2016 Barrel Auction

A video of the 2016 auction, including quotes from numerous Sonoma County wine producers and masters of the wine trade in attendance may be found at youtu.be/DilQ5Yi5tmQ.

About Sonoma County Vintners

Sonoma County Vintners (SCV) is the leading voice of Sonoma County wine, dedicated to raising awareness 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 200 wineries and affiliated businesses throughout the county. To learn more about Sonoma County Vintners, visit: www.SonomaWine.com.

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