



**FOR IMMEDIATE RELEASE**

**Sonoma County Barrel Auction Continues to Break Records as  
Third Annual Event Raises \$794,500**

**(April 21, 2017; Santa Rosa, CA)** Sonoma County Vintners celebrated a successful third annual Sonoma County Barrel Auction on April 21, after 90 one-of-a-kind Sonoma County wine lots raised a record-setting \$794,500. With over 250 members of the wine trade and media in attendance for the live auction at Santa Rosa's Vintners Inn, and additional bids placed via proxy, this year's totals were up more than \$100,000 from 2016.

"We started the Sonoma County Barrel Auction three years ago to showcase the quality of Sonoma County wines on the world's stage, and we are pleased that it's become a must-attend event for national and international wine buyers," says Jean Arnold Sessions, Executive Director of the Sonoma County Vintners. "The success of the 2017 auction is a testament to the climate, culture and talent found in Sonoma County. No other region matches our combination of quality and diversity."

The auction's "never before, never again" wine lots were crafted by top vintners from Sonoma County's 17 distinct AVA appellations, and offered in quantities of five, 10 or 20 cases. All of the wines featured were made exclusively for the auction, and will be available in the market only by resale to the winning bidder's customers.

For the second consecutive year Kosta Browne had the top earning lot with "The Shire of Freestone," a 20-case Sonoma Coast Pinot Noir lot that set a new record at \$60,000.

The second highest selling offering was the 20-case Silver Oak Cellars 2015 Alexander Valley Cabernet Sauvignon lot, which closed the auction on a high-note at \$50,000. The third top lot was Williams Selyem Winery's 20-case Pinot Noir, blended from three of its estate vineyards, which sold for \$26,000. Ramey Wine Cellars' 10-case "Ramey's Heart of the Russian River Valley" Chardonnay was the top white wine at \$12,500.

The top five lots by case were as follows:

- Lot 64: Pride Mountain Vineyards "25<sup>th</sup> Anniversary Summit Cuvée": \$4,000 per case
- Lot 77: Kosta Browne "The Shire of Freestone": \$3,000 per case
- Lot 90: Silver Oak Cellars "Silver Oak 2015 Cabernet Sauvignon": \$2,500 per case
- Lot 58: Mauritson Family Winery "Sonoma's Own Everest": \$2,500 per case
- Lot 42: Laurel Glen Vineyard "Randall's Favorite Barrel of 2015": \$2,000 per case

All money raised supports the marketing initiatives of Sonoma County Vintners and its AVA partners.

Next year's Sonoma County Barrel Auction will be held April 20, 2018. Future Barrel Auctions will be held on the third Friday of April. Attendees are licensed wine sellers, including retailers, restaurateurs and wholesalers. For more information or to request a ticket, visit [sonomawine.com/barrelauction](http://sonomawine.com/barrelauction).

The 2017 Sonoma County Barrel Auction sponsors included: American AgCredit (Lunch and Auction Paddle), Silicon Valley Bank (Icons Library Tasting), G3 Enterprises (Closures), Tonnellerie Cadus (Sonoma County Icons Video and Lot Signs), Benovia Winery (Founders' Circle Dinner Host), Martin Ray Vineyards & Winery (Icons Event Host). Supporting Sponsors included: Burr Pilger Mayer, Carle Mackie Power & Ross, Eckhoff and Company, ETS Laboratories, Kaiser Air, Leap Solutions, Pack n' Ship Direct, Paragon Label, Tonnellerie Tremeaux, and Vintners Inn. The auction lunch wine sponsors were Francis Ford Coppola Winery, J Vineyards & Winery and Ramey Wine Cellars.

[Click here](#) for images from the 2017 Sonoma County Barrel Auction.

### **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](http://www.SonomaWine.com).

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