

Nearly \$3.7 Million Raised at Premiere Napa Valley Auction for Napa Valley Vintners

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Unique, exclusive, handcrafted and fun are just some of the words that describe Premiere Napa Valley, an invitation-only event for wine brokers, media and the wine trade, including retailers and restaurateurs. Winemakers look forward to this event every year and craft special wines, in lots ranging from 60 to 240 bottles, making them Napa Valley's rarest commercially available wines. Each bottle is hand-numbered and signed by the winemaker, increasing the allure for top collectors.

"Premiere Napa Valley is always electric,"

noted Aaron Pott, of Pott Wines, honorary chair of this year's event. "As people who make and cherish Napa Valley wines, we look forward each year to this gathering of our trade partners and friends."

The Napa Valley Vintners trade association is the host of Premiere Napa Valley and proceeds support their mission to promote, protect and enhance the Napa Valley. This year's auction raised nearly \$3.7 million.



Premier Napa Valley spanned four days, beginning last Wednesday, and featured educational tastings, over-the-top parties and networking opportunities. Close to 200 wineries hosted and nearly 40 preview tastings were held throughout Napa Valley, leading up to Saturday's grand tasting and futures auction, held at The Culinary Institute of America at Greystone.

Here are some of my personal highlights during Premiere Napa Valley:

Back at it. Eat, Drink and Dance at Alpha Omega After Party

Premiere Napa Valley ended with an always fun after-party at Alpha Omega winery, where their chardonnay, proprietary red and cabernet sauvignon flowed throughout the evening.

Dinner was served buffet style and included: Five types of wood-fired gourmet pizza prepared by Tre

Posti; and dry rub St. Louis style pork ribs; 14-hour smoked pulled pork; Lexington red cole slaw; and Baggett Ranch style beans prepared by the Baggett Ranch BBQ Team. Guests kicked up their heels while the Brian Cline Band performed at the lively bash. Michelle and Robin Baggett, founders of Alpha Omega winery, have been hosting this party since at least 2011. "Every year our PNV celebration event at Alpha Omega winery is special," said Vintner Robin Baggett. "We get to spend several days reconnecting with many customers in the trade while having some of the best wines in the world. After the live auction, vintners and customers armed with good cheer come together at Alpha Omega to celebrate all of our successes from the auction. There are a lot of friendships and strong bonds crafted each year at our party amongst vintners, winery hospitality staff, and our trade customers. We feel very honored and blessed hosting this celebration each year."



In Alpha Omega's winning bidder's lounge, magnums of Single Vineyards and ERA, their flagship wine, were poured. They included the following Alpha Omega wines:

- Cabernet Sauvignon 2007
- Chardonnay Reserve 2014
- Beckstoffer To Kalon Cabernet Sauvignon 2011
- Beckstoffer Missouri Hopper 2012
- ERA 2014

In the Barrel Loft, the three flagship wines from the Alpha Omega Collective were poured: 1194 2016 from Perinet in Spain's Priorat, ERA Napa Valley 2016 from Alpha Omega and Primera 2017 from Tolosa in San Luis Obispo's Edna Valley.

Cheers to Another Successful Premiere Napa Valley Premiere Napa Valley wines are some of the most unique wines made in Napa Valley. Innovation is key and that is the hallmark of the Napa Valley wine community. I look forward to tasting what's in store next year.