

## Premiere Napa Valley Raises \$3 Million at 2026 Auction

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The industry auction, now in its 30th year, featured one-of-a-kind lots and offered a first taste of the 2024 vintage, which made its debut this year. More than 1,000 restaurateurs and wine retailers traveled to Napa Valley from 25 states and 12 countries to bid on Premiere Napa Valley's one-of-a-kind lots.

The support from the trade raised \$3 million, the Vintners announced. The trade-only auction included 181 small lots of wines, each 60 to 240 bottles, made especially for Premiere.

The day's top lots for red wine included a collaborative lot from "the Diamond Mountain Five," along with lots from Robert Mondavi Winery, Shafer Vineyards, JCB by Jean-Charles Boisset, Quintessa, Silver Oak, Alpha Omega, Pym-Rae, Fairchild Napa Valley, Revana Family Vineyard and Reynolds Family Winery.

"We're grateful to every trade partner who came out, who raised a paddle and who continues to believe in Napa Valley," Josh Phelps said after the event. "The wine business is going to be around for a long time."

The week leading up to the auction included 25 tasting parties around the valley, beginning with the steering committee's "all-star tasting." While 129 of the Premiere lots were Cabernet Sauvignon, other varieties also headlined tastings throughout the week.

"There is joy here," said vintner Paula Kornell. "There is an extra spark today. People are happy to be here."

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