

FOR: BLACKBIRD VINEYARDS
Michael Polenske, Proprietor
5033 Big Ranch Road
Napa, CA 94558
707.252.4444

FOR IMMEDIATE RELEASE



BLACKBIRD
VINEYARDS

CONTACT: WAGSTAFF WORLDWIDE
Ashley E. Rodgers
323.871.1151
ashley@wagstaffworldwide.com

**BLACKBIRD VINEYARDS AND XOJET SOAR AT 2007 AUCTION NAPA VALLEY –
10 CASE BARREL LOT OF A 2005 PROPRIETARY BORDEAUX BLEND PLACES IN
TOP FIVE OF MORE THAN 100 OFFERINGS**

(Napa Valley, CA)—Wine enthusiasts, collectors and philanthropists from around the globe flocked to Napa Valley this past week for the 2007 Auction Napa Valley – “The American Classic.” The penultimate event of the four day affair—which raised over \$9.8 million for Napa Valley community charities—was Saturday night’s live auction and dinner at Meadowood Resort.

In its first year of participation, Blackbird Vineyards’ barrel auction lot impressively placed in the top five, with notable Napa Valley producers Shafer, Pride Mountain, Joseph Phelps Vineyards (the 2007 auction chair) and D.R. Stephens Estate holding the top positions respectively. Furthering its position that Pomerol inspired Merlot and Cabernet Franc wines can compete directly with Napa Cabernet Sauvignons, Blackbird’s 2005 Bordeaux Blend was one of the only wines not crafted primarily from Cabernet Sauvignon to place in the top ten.

By participating in every auction and hospitality event at this year’s auction, Blackbird Vineyards single-handedly generated collective winning bids of \$120,000 for local health care, youth services and affordable housing non-profits. This was highlighted by an exclusive “Town & Country” experience live auction lot that sold for \$90,000; an E-Auction lot, in which one three liter bottle of the 2004 Proprietary Red Wine—hand-signed by winemaker Sarah Gott—sold for \$2,800 (\$700 per 750ml bottle); and the barrel auction, in which a 10-case lot of Blackbird Vineyards 2005 Bordeaux blend sold for \$28,150 (or \$235 per bottle).

Live Lot #30, generously donated by Blackbird Vineyards and XOJet, brought in \$90,000 alone and is a once-in-a-lifetime experience combining an extraordinary travel experience and elegant Blackbird Vineyard wines. The winning bidder and their guests will be whisked from their home in Illinois to San Francisco by XOJet—the world’s first private airline. XOJet operates a fleet of Citation X jets that fly faster (at mach .92) and higher than any other business jet in the world. Upon arrival, guests will enjoy a four-night “Town and Country” sojourn, in San Francisco and the Napa Valley.

Town...

In San Francisco, the six guests will enjoy two nights in style at The Clift Hotel—an inspired fusion of old-world hotel elegance with distinctly contemporary energy and glamour. They will delight in hosted dinners at the highly acclaimed Boulette’s Larder in the Ferry Building marketplace—the mecca for San Francisco’s artisan food community and at Terzo, one of the San Francisco Chronicle’s top 10 restaurants of 2006.

And Country...

In the Napa Valley, guests will be treated to suite accommodations at The Vintage Inn—a four-diamond property offering the services and amenities of a small luxury hotel. They will take pleasure in private tastings of Blackbird Vineyards wines and the wines of some of the region’s most legendary vintners and enjoy an intimate dinner at The Napa Valley Reserve with Blackbird Vineyards proprietor Michael Polenske and its winemaker Sarah Gott.

The winning bidder also receives an extensive collection of Blackbird Vineyards wines, a four year collection of hand-etched and signed 3.0L’s and 36 bottles from the 2004 and 2005 vintages, including the premiere release of the newest addition to their wine portfolio.

Beyond the auction lots, Blackbird hosted auction guests to exclusive events, including a “garden party” on Thursday evening at the historic Beaulieu Garden estate in Rutherford. Partnering with *Departures*, Mandarin Oriental Hotels, Steinway Music, Vinfolio and Singapore Airlines, along with 17 boutique Napa Valley wineries, Blackbird Vineyards welcomed over 250 guests to this elegant affaire of food, wine and music. Martin Showroom in Saint Helena was the setting for an intimate Friday evening dinner prepared by award winning San Francisco chef Mark Gordon of Terzo. The dinner featured multiple vintages of Blackbird Vineyard wines and was set amongst the antiques and aesthetic engineering of the Martin gallery

Founded in 2003 by Michael Polenske, Blackbird Vineyards is an artisanal producer of Pomerol inspired wines from the Napa Valley. Planted in 1997, the estate vineyard is located in the heart of the Oak Knoll District—a region appreciated for its moderate climate and deep, gravelly soils. The vineyard’s valley floor topography presents optimum growing conditions for winemaker Sarah Gott to produce an elegantly styled, appropriately balanced red wine that offers short and long term cellaring potential. Limited quantities are available through an allocated mailing list direct from the winery and in the finer restaurants and hotels around the world.
www.blackbirdvineyards.com

The Auction is sponsored by the Napa Valley Vintners (NVV), a non-profit trade organization dedicated to the promotion and protection of the Napa Valley Appellation. Vintner members donate wine, auction lots, hospitality events, and their time in support of the event – truly “neighbors helping neighbors.” Some vintners are also top Auction bidders. The Auction has given nearly \$70 million to the Napa Valley community over its 26-year history – what’s raised in Napa County, stays in Napa County. All proceeds are distributed locally. Past recipients include Clinic Ole, Healthy Moms and Babies, Boys and Girls Club, Calistoga Affordable Housing, St. Helena Hospital, and Queen of the Valley Medical Center, and Sister Anne Dental Clinic, to name a few. www.napavintners.com

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FOR MORE INFORMATION, PLEASE CONTACT WAGSTAFF WORLDWIDE – 323.871.1151