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B L A C K B I R D
V I N E Y A R D S

Blackbird Vineyards Returns to Premiere Napa Valley for Another Record-Breaking Year
Bidding Shows Both Optimism in the Economy and Confidence in Napa Valley Wines

(NAPA VALLEY, CA; February 28, 2012)—This past Saturday, the Napa Valley Vintners' annual wine futures auction broke new ground bringing in \$3.1 million in just over three hours of fast bidding on 200 unique, one-of-a-kind wines. Besting 2011's record by 31% brought the annual association fundraiser over the \$3 million milestone for the first time.

Blackbird's singular lot, a 2010 vintage blend of 65% Merlot, 28% Cabernet Sauvignon, 5% Cabernet Franc, and 2% Petite Verdot, ranked in the top 10% for five case lots auctioned. The barrel lot garnered a winning bid of \$25,000 (\$417 per bottle), from Verej Jazirvar of The Petroleum Club in Oklahoma City. This was a 47% increase for the Blackbird lot from last year's winning bid. Jazirvar was one of the auction's top bidders and is the General Manager of one of the finest private clubs in the Southwest.

"Premiere's statistics show a positive trend in investing in premium Napa Valley wines," says Blackbird Vineyards' Founder, Michael Polenske. "We are honored that the results of our lot put us as one of the top merlot/cabernet franc based wines this year and allowed us to be an integral part of the Napa Valley Vintners' efforts for our sixth consecutive year."

The vintner events leading up to Saturday's auction were considered "must attend" tasting opportunities for influential trade, such as, retailers, restaurateurs, distributors, and media. Blackbird Vineyards kicked off Premiere week with an open house reception at Ma(i)sonry Napa Valley on Thursday evening. The previous day, President, Paul Leary and Winemaker, Aaron Pott, hosted a breakout session on Advanced Barrel Tasting Techniques with a five year vertical of the Illustration wine at the Wine Writers Symposium for key media to preview Blackbird's vintage portfolio of wines.

About Blackbird Vineyards

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 Aaron Pott to produce elegantly styled, appropriately balanced red wines that offer 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. Visit [Blackbird](#) and become a fan on [Facebook](#) or [Twitter](#).

About Premiere Napa Valley

For 15 years, the region's top winemakers have offered ultra-boutique wines to the trade, crafted in as few as five cases and never more than 20 cases, as individual bottlings for the brand known as [Premiere Napa Valley](#). These wines, created each only once, by 200 different wineries are offered as futures at auction only to the wine trade—individual restaurateurs and wine retailers—so they have the most unique, and some of the very best wines made from America's leading appellation.

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