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BESPOKE COLLECTION
ARTISANAL BRANDS & EXPERIENCES

BLACKBIRD VINEYARDS CONTRIBUTES OVER \$140,000 TO FUNDRAISING EFFORTS AT 34th ANNUAL AUCTION NAPA VALLEY

Live Lot Partnership with Lexington Cancer Foundation Provides Ultimate Kentucky Derby Experience



*Private bidder dinner at Ma(i)sonry Napa Valley hosted by Bespoke Collection President Paul Leary and prepared by Chef Adam Mali of Mandarin Oriental Hotel, San Francisco (left & middle).
Live lot display at Auction Napa Valley Marketplace (right).*

(NAPA VALLEY, CA; June 9th, 2014) – In its eighth year of participation in Auction Napa Valley, Blackbird Vineyards collectively raised \$140,100 with its live, barrel and e-auction lots, contributing to the Auction's record-breaking \$18.7 million total (surpassing last year's high of \$16.9 million). Auction Napa Valley, now in its 34th year, has helped raise more than \$125 million in proceeds since its inception. The auction's final tally of \$18.7 million this year will directly benefit healthcare, youth services, and affordable housing non-profits in Napa County.

Blackbird Vineyards participated in every aspect of the auction, donating a spectacular live lot in partnership with Lexington Cancer Foundation and Bardessono Hotel & Spa, which garnered a winning bid of \$120,000, as well as a 2012 vintage barrel lot that sold for up to \$1,900 per case (\$158 per bottle). The e-auction lot sold for \$3,350 and included a 3L, double-magnum bottle of Blackbird's flagship wine – Illustration – in addition to a wine tasting and lunch at Ma(i)sonry Napa Valley, a two-night stay at Blackbird Vineyards' Oak Knoll House, and a one-year membership to Blackbird Vineyards' BlackMail .

Blackbird Vineyards' live lot #09, *From Napa to Lexington, Kentucky: The Bespoke Way* included a three-bottle, horizontal collection of hand-etched, 6L imperials of 2011 Illustration, 2011 Paramour and 2011 Contrarian Proprietary Red Wine signed by Winemaker Aaron Pott; an all-access "Kentucky Derby Experience" to the horse race that has been stamped the "Most Exciting Two Minutes in Sports;" a handmade custom suit or sport coat from Joseph Wendt Custom Clothiers; custom his and her hats from Christine A. Moore Millinery of New York; as well as a Ma(i)sonry Napa Valley tour and tasting experience; accommodations at Bardessono Hotel & Spa for four persons; and dinner at Lucy Restaurant.

Blackbird Vineyards held a private bidder dinner at Ma(i)sonry Napa Valley on Friday, June 6, featuring wines from Blackbird and Ma(i)sonry, and cuisine prepared by Chef Adam Mali of Mandarin Oriental, San Francisco. Among the many attendees were executives from Mandarin Oriental, including General Managers Cliff Atkinson from Las Vegas and Donald Bowman from San Francisco. Bowman noted: "We were delighted to be part of a memorable dinner at Ma(i)sonry Napa Valley with Blackbird Vineyards and are thrilled to showcase Mandarin Oriental's exciting and original cuisine from our extraordinary culinary team at Mandarin Oriental, San Francisco. Most of all, we are proud to support the auction's charitable efforts and help raise awareness of Napa Valley charities, which are making such a positive contribution to society."

Since 2006, Blackbird has collectively raised over \$1.2 million for Auction Napa Valley. Past live lot donations have included a rare opportunities to contribute to Robb Report's Car of The Year issue, attend the Cannes Film Festival with hosts CHOPARD, and experience the CHANEL couture fashion show in Paris with private air from XOJET.

Blackbird Vineyards extends a heartfelt thanks to all those who helped make this year's auction a success.

About Blackbird Vineyards

Founded in 2003 by Michael Polenske, Blackbird Vineyards is an artisanal producer of Right-bank-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. www.blackbirdvineyards.com   

About Ma(i)sonry Napa Valley

Restored in 2008 by Blackbird Vineyards' Founder Michael Polenske, this historic 1904 stone building serves as a stylized backdrop for Ma(i)sonry Napa Valley—"a life aesthetic." As an art, design, and collective wine-tasting gallery among an outdoor sculpture garden, Ma(i)sonry offers guests a differentiated lifestyle experience in wine country. Located in Yountville—a world-class culinary, wine, and tourism destination— Ma(i)sonry Napa Valley features a rotating collection of limited-production wines and internationally renowned art and furnishings to appreciate and acquire. Guests are welcome to peruse Ma(i)sonry's galleries seven days a week, with seasonal evening appointments until 9 p.m. For more information, please visit www.maisonry.com.

About Auction Napa Valley:

Since 1981, members of the Napa Valley Vintners and community have rallied together to offer, each June, an experience unlike any other. What started as a small event has grown into one of the world's most renowned wine auctions, which remains true to its goal of raising funds for healthcare, housing, and youth services nonprofits. Auction Napa Valley has given over \$125 million in proceeds to date. www.napavintners.com

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