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CONTACT: BLACKBIRD VINEYARDS

www.blackbirdvineyards.com

info@blackbirdvineyards.com

Ph: 707.252.4444



BESPOKE COLLECTION
ARTISANAL BRANDS & EXPERIENCES

BLACKBIRD VINEYARDS CONTRIBUTES \$380,000 TO FUNDRAISING EFFORTS AT 36th ANNUAL AUCTION NAPA VALLEY

Partnership with Bulgari for The Grand Heist



*Blackbird Vineyards barrel head at the Auction Napa Valley barrel auction (left).
Winemaker Aaron Pott with assistant Kyle Mizuno pouring at the barrel auction (right).
Live lot display at Auction Napa Valley Marketplace (middle).*

(NAPA VALLEY, CA; June 8th, 2016) – In its tenth year of participation in Auction Napa Valley, Blackbird Vineyards collectively raised \$380,000 with its live, barrel and e-auction lots, contributing to the Auction's \$14.3 million total. Auction Napa Valley, now in its 36th year, has helped raise more than \$150 million in proceeds since its inception. The \$14.3 million raised this year will directly benefit healthcare, youth services, and affordable housing non-profits in Napa County.

Participating in nearly every aspect of this year's auction, Blackbird Vineyards donated a stellar live lot in partnership with Bulgari and Bardessono Hotel & Spa, which garnered a winning bid of \$360,000, a \$100,000 increase from last year! A single barrel of wine was produced for the 2014 barrel lot cuvée, which sold for up to \$1,950 per case. In collaboration with Mandarin Oriental Hotel Group, Blackbird's "Experience the Perfect Blackmail" lot, part of the e-auction sold for \$3,750 and included a two night suite stay at Mandarin Oriental, Las Vegas and dinner for two at Pierre Gagnaire's restaurant, Twist, paired with Blackbird wines. The lot also included one case of limited production Blackbird Vineyards BlackMail wines, a private tasting experience for four at Blackbird Vineyards and one year of BlackMail membership.

Blackbird Vineyards' live lot, #35, included a three-bottle, horizontal collection of hand-etched, 6L imperials of 2013 Illustration, Paramour and Contrarian Proprietary Red Wines signed by winemaker Aaron Pott. The winning bidders will also take off on a "Grand Heist" that will take them from Neuchatel, Switzerland, where they will enjoy private tours of three Bulgari watch making workshops, to Milan, where they will enjoy a night at the Bulgari Milano Hotel. The travelers then continue onward to Rome to fully take in the artistry and heritage of Bulgari, where the winner will design a bespoke piece of jewelry. To bring the experience back to where it all began, this experience concludes with a portfolio tasting of Blackbird Vineyards wines followed by a private dinner and accommodations at Bardessono Hotel & Spa in Napa Valley.

Daniel Paltridge, President of Bulgari North America said, "Bulgari was proud to partner with Blackbird for another year to raise funds for Napa County. The trip to Bulgari's workshops in Neuchatel, the Bulgari Hotel in Milan and to our Maison's headquarters in Rome will be a memorable experience, not to mention the thrill of bringing home a one-of-a-kind Bulgari design. Like Blackbird we are passionate about beauty, excellence and giving back to the community."

Since 2006, Blackbird has collectively raised over \$3.1 million with \$1.4 million of that for Auction Napa Valley. Past live lot donations have included rare opportunities to experience the Kentucky Derby, contribute to Robb Report's

Car of The Year issue, attend the Cannes Film Festival with hosts CHOPARD, and enjoy the CHANEL couture fashion show in Paris with private air from XOJET.

Blackbird Vineyards extends a heartfelt thank you 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 BVLGARI

Today, a part of the LVMH Group, Bulgari was founded in Rome in 1884 as a jewelry shop and progressively imposed itself with its magnificent jewelry creations, emblems of Italian excellence. The international success made the company evolve into its current dimension of a global and diversified player in the luxury market, with a store network in the most exclusive shopping areas worldwide and a portfolio of products and services ranging from jewels and watches to accessories, perfumes and hotels.

About Mandarin Oriental Hotel Group

Mandarin Oriental Hotel Group is the award-winning owner and operator of some of the most luxurious hotels, resorts and residences in the world. Having grown from a well-respected Asian hotel company into a global brand, the group now operates, or has under development, 44 hotels representing almost 11,000 rooms in 24 countries, with 20 hotels in Asia, nine in The Americas and 15 in Europe, Middle East and North Africa. In addition, the group operates or has under development, 15 Residences at Mandarin Oriental connected to its properties.

About Bardessono Hotel & Spa

Green, luxurious, and peaceful, Bardessono is a Napa Valley hotel and spa experience unlike any other. Nestled in the heart of Yountville, California, Bardessono prides themselves in offering a mindful approach to living the good life. "Deep green" with luxury, a subtle aesthetic, privacy, and graciousness, Bardessono models hospitality with enduring expressions of land and family that fostered and sustained the original Bardessono family farmstead in Napa County.

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 \$145 million in proceeds to date. www.napavintners.com

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