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PREMIERE NAPA VALLEY

Blackbird Vineyards Returns to Premiere Napa Valley to Showcase the 2015 Vintage

The Auction Raised \$4.2 Million to Support the Mission of the Napa Valley Vintners.

(NAPA VALLEY, CA; February 27, 2017 — On Saturday, February 25th the Napa Valley Vintners' annual wine futures auction, Premiere Napa Valley, pulled in \$4.2 million in just over three hours of lively bidding on 225 one-of-a-kind, trade-only wine lots.

Blackbird Vineyards' lot, a 2015 vintage "Premiere Napa Valley Cuvee" blend of 75% Cabernet Franc from Hudson Vineyard, 20% Merlot and 5% Cabernet Sauvignon from the Stagecoach and Shifflet Vineyards ranked in the top tier for five-case lots auctioned. The barrel lot garnered a winning bid of \$25,000 from winning bidders, The Winebow Group, which is one of Blackbird's key wholesale distribution partnerships based in New York.

At \$417 per bottle, the 2015 Blackbird Vineyards cuvée sold for over three times the amount of Blackbird's highly rated Illustration, Paramour, and Contrarian proprietary red wines.

Blackbird president Paul Leary commented, "With over 10 years straight of participation in the annual Premiere Napa Valley barrel auction, our winemaking team—led by Aaron Pot and Kyle Mizuno—crafted a singular wine that reflects the Blackbird wine profile of both structural density and elegance in an age-worthy bottling."

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 RiverHouse by Bespoke Collection on Thursday afternoon, featuring wines from Blackbird Vineyards, as well as Resolute Wines, Recuerdo Wines, Bollinger Champagne, and craft beer from Fieldwork Brewing Company.

About Blackbird Vineyards

Founded in 2003 by Michael Polenske, Blackbird Vineyards is an artisanal producer of right bank Bordeaux-inspired wines from the Napa Valley. Crafted by esteemed winemaker Aaron Pott, each wine in the portfolio is a true example of Blackbird's ongoing commitment to quality and diversity of terroir by partnering with a selection of Napa Valley's most prestigious vineyards. These include sites in high altitudes of Spring Mountain and Atlas Peak, the alluvial terrain of Saint Helena and the Oak Knoll district in Napa, and the cool climates of Carneros. Visit [Blackbird](#) and become a fan on [Facebook](#) or [Instagram](#).

About Premiere Napa Valley

For over 20 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 225 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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