



napa valley vintners

press release

2013 Auction Napa Valley Shatters Records with \$16.9 Million Fundraising Total

33rd annual event supports healthcare and youth education in Napa County

June 2, 2013 - St. Helena, CA – The Napa Valley Vintners' (NVV) 33rd annual Auction Napa Valley was one for the record books, achieving \$16.9 million in overall fundraising for healthcare and youth education nonprofits in Napa County. The American Wine Classic's record-breaking results exceeded the previous record of \$10.5 million raised in 2005 by more than 60 percent, reaffirming Auction Napa Valley's position as the world's most celebrated charity wine event.

"Even after 33 years, Auction Napa Valley still has some surprises up its sleeve," commented Shari Staglin, owner and CEO of Staglin Family Vineyard. "We are grateful to the bidders, the vintners and the 500 community volunteers who, year after year, work together to showcase what makes Napa Valley such a special place – good food, great wine and a community spirit unlike any other. So many lives will be changed by the 'irrational generosity' of the wonderful bidders from around the globe. Our family thanks them from the bottom of our hearts." Shari, husband Garen and children Shannon and Brandon served as honorary chairs of this year's Auction Napa Valley.

The four-day celebration of Napa Valley's extraordinary wines, culinary delights, scenic beauty and spirit of generosity brought 1,000 bidders and vintner hosts to Meadowood Napa Valley on Saturday for the Live Auction Celebration and more than 2,000 revelers to Raymond Vineyards for the Napa Valley Barrel Auction on Friday.

Inside the Main Tent at the Live Auction Celebration

As temperatures approached the mid-90s outside, bidder enthusiasm also heated up on Saturday inside the standing-room only, air-conditioned tent. The top-selling lot, donated by Auction newcomer Dana Estates, included a collection of their Napa Valley wines and hospitality, combined with an exclusive trip to winery owner Hi Sang Lee's native country of South Korea. When the bidding escalated beyond \$500,000, the winery offered to double the lot, bringing the total selling price to \$1.02 million.

Like many of the most coveted offerings, this lot combined a unique selection of Napa Valley wines with a money-can't-buy experience. Some of the most sought-after lots included luxury cruises; vintner-hosted travel to Asia, Europe, South Africa, South America and some of the most desired locations in the American West; golfing excursions in Scotland and the U.S.; trips to renowned annual sporting events and festivals; unique culinary experiences with world-famous chefs; and once-in-a-lifetime access to Bay Area sports teams and memorabilia. Three of the lots included purchase of or access to some of the world's fastest sports cars.

But, at the end of the day, the lots featuring unique collections of Napa Valley wine were the consistent top performers: the Harlan Estate donation including four magnums of any selection from the winery's library fetched \$800,000; a single bottle (12 liter) of wine from Screaming Eagle sold for \$500,000; a collection of 40 wines celebrating the Joseph Phelps Vineyards 40th anniversary went for \$450,000; and 100 bottles of wine honoring the Cent' anni (100th birthday) of one of the Auction's original founders, Robert Mondavi, earned \$260,000.

It was the final lot, however, that drove donations and emotions to a crescendo on Saturday evening. Around 5:30 p.m., the Staglin family took the stage and son Brandon, who has publicly shared his

challenging journey with schizophrenia, appealed to the audience to participate in the Auction's annual fund-a-need lot, this year entitled "Marvels to Miracles." Napa County district attorney Gary Lieberstein, whose family was also touched by mental illness, joined the Staglins on stage to talk about his son Adam's recent suicide as a result of the disease. Lieberstein then made the first \$1,000 pledge to the lot.

Following the two emotional appeals, Nashville singer-songwriter Billy Dean then came on stage to perform a special song, written exclusively for Auction Napa Valley 2013, "Walk with Me." Nearly 100 Auction attendees continued the bidding by generously raising their paddles and gaining nothing in return – no wine, no exclusive trips, no private dinners – just the heartwarming feeling of doing something good for the children of Napa Valley. By the end, this year's fund-a-need generated an unprecedented \$3.7 million for children's mental and physical health and education.

The Next Generation of Napa Valley Wine Lovers

A new trend seen this year was the emergence of young bidders, all in their early to mid-twenties, attending Auction Napa Valley with their parents or grandparents who have been long-time patrons. For example, Chelsea and Rachel Adams, granddaughters of B.A. "Red" Adams of Louisiana who was celebrating his 80th birthday by bringing his family to the Auction, purchased lots donated by Dalla Valle Vineyards and Rombauer Vineyards. Julia and Katie Jackson, daughters of Barbara Banke and the late Jess Jackson of Jackson Family Estates, were actively bidding throughout the event and won both the Antica Napa Valley – Antinori Family Wine Estates/Opus One and the Cliff Lede/Gargiulo Vineyards/Silver Oak Cellars/Twoomey Cellars joint lots.

Recent college graduate Lloyd Rude attended with his parents David and Roberta and older brother Hayner, who were at the Auction for the second time. Rude was the successful bidder on the Bello Family Vineyards lot and the second highest bidder on the Yao Family Wines offering. When asked why he was interested in the Auction and contributing so significantly to charity at such a young age, Rude commented, "It's a great cause for kids. Even if I didn't win the Yao Family Wines lot, I didn't really lose, either. My bidding helped drive the price up and that's a win-win for everyone."

Shannon Staglin observed, "Many of my friends and peers volunteered and contributed to this year's Auction. It's good to see the next generation getting involved and continuing the spirit of generosity. It was great to connect with this new and next generation of bidders who share our enthusiasm for giving to the Napa Valley community while enjoying our wines."

The Napa Valley Barrel Auction

Although the weekend's main event is the Live Auction Celebration on Saturday, Friday's Napa Valley Barrel Auction remained a perennial attendee favorite. This year, spread throughout the entire winery property at Raymond Vineyards, including the lawns, the arbor, the crush pad, the barrel room and the Crystal Cellar, the event featured more than 100 NVV members pouring current release Napa Valley wines, more than 40 local restaurants and food purveyors serving small bites, the chance to taste directly from the barrel and bid on 100 barrel lots up for auction, displays of the live lots up for bid on Saturday, the E-Auction lounge and continuous musical entertainment. Several of the NVV's community partner agencies, those who receive Auction funding, were on hand to talk about how the charitable contributions enhance their work and change the lives of their clients.

Bidding on individual cases of Napa Valley wine futures in the cool barrel room got off to a robust start on Friday and by the end of the Barrel Auction on Saturday night, the total reached nearly \$1.7 million, a new Auction Napa Valley record. This year's top barrel lots (each lot is 10 cases of Napa Valley wine):

- Shafer Vineyards: \$78,000
- Realm Cellars: \$61,350
- Continuum Estate: \$59,200
- Ovid Napa Valley: \$52,500
- Cardinale: \$44,550
- Kongsgaard: \$41,550
- Spottswoode Estate Vineyard & Winery: \$37,200

- Gemstone: \$34,100
- Joseph Phelps Vineyards: \$33,050
- Vineyard 7&8: \$32,600
- Crocker & Starr Wines: \$31,750
- Pahlmeyer: \$31,750
- Promise: \$31,000

Global E-Auction Provides Access to Anyone, Anywhere

Starting last Sunday, May 26, wine enthusiasts from around the world had their chance to join the Auction Napa Valley excitement online by bidding on more than 170 lots featuring Napa Valley wines and unique experiences. When the E-Auction closed tonight at 6:45 p.m., more than \$430,000 had been raised, another Auction Napa Valley record. New this year, the E-Auction also had its own fund-a-need component, which generated more than \$30,000 in donations.

Top E-Auction lots were:

- Sherwin Family Vineyards: \$15,200
- Domaine Chandon: \$8,129
- Larkmead Vineyards: \$8,000
- Grgich Hills Estate: \$7,600
- Beringer Vineyards: \$7,227
- HALL: \$7,100
- Joseph Phelps Vineyards: \$7,100
- Artesa Winery and Gordon Huether Art Gallery: \$6,700
- Napa Valley Vintners & Fairmont: \$6,600
- Napa Valley Vintners & Riedel: \$6,200

Culinary Superstars and Music Legends

Throughout the weekend, the spotlight shone on the terroir of both Napa Valley's legendary wines and locally-sourced foods. Culinary treats served at Friday's marketplace at the Napa Valley Barrel Auction included creations from restaurants and food purveyors from Napa to Calistoga and beyond. Saturday's walk-around lunch at Meadowood Napa Valley was prepared by nine of Bravo! TV's "Top Chef" winners and the dinner that night came courtesy of Chef Joseph Lenn of the renowned Blackberry Farm resort in the Great Smoky Mountains of Tennessee. Chef Lenn's dinner blended Foothill cuisine flavors with locally-sourced ingredients that proved a winning combination as guests lingered under the giant redwood trees on the golf course at Meadowood.

As the sun set over the hills, the stars came out – literally and figuratively – the evening ended with dancing to the sounds of the Auction Napa Valley All-Star Band, featuring local and visiting musicians, like Billy Dean, who sent Auction Napa Valley 2013 guests home from their magical weekend on an uplifting note.

About Auction Napa Valley

Auction Napa Valley, the Napa Valley Vintners' annual community fundraiser is the most celebrated charity wine auction in the world, donating more than \$110 million to health, youth and affordable housing non-profit programs. Founded in 1981, under the vision of Robert and Margrit Mondavi and other vintner leaders, this quintessential showcase of Napa Valley's best wine, food and outstanding hospitality has grown to be a four-day gathering held each year the first weekend in June. Learn more at www.auctionnapavalley.org.

About the Napa Valley Vintners

The Napa Valley Vintners (NVV) is the non-profit trade association responsible for promoting and protecting the Napa Valley appellation as the premier winegrowing region. From seven founding members in 1944, today the association represents more than 450 Napa Valley wineries and collectively is a leader in the world-wide wine industry. To learn more about our region and its legendary American wines, visit www.napavintners.com.

Heard at Auction Napa Valley 2013

I think we (she and her late husband Robert Mondavi) had a little something to do with starting the Auction in 1981 when we made \$140,000. I see it today and it is so successful and does so much good for the community and those who benefit from it. It makes my heart very warm thinking that Bob is looking down on us on this magical evening and saying well done, congratulations!" - Margrit Mondavi, Robert Mondavi Winery

Our family has been involved with Auction Napa Valley since day one as part of a grand vision my uncle, Robert Mondavi, as well as others, laid out. We are all here to support the community and we feel we've exceeded expectations over the last 33 years. - Peter Mondavi, Jr., Charles Krug

There is a sense of camaraderie and hospitality in Napa Valley that is shared with all who come to Auction. As we are always striving to make better and better wine, the vintner community each year strives to create an ever more extraordinary experience for all who visit." - Marchese Piero Antinori, Antica Napa Valley – Antinori Family Wine Estate

Auction Napa Valley is really about the spirit of our community - vintners, bidders and volunteers all coming together in a way that we could have never dreamed of when we started 33 years ago. - Bill Harlan, Harlan Estate

I really love Auction because it is such a fabulous community effort and the volunteers have such good will and great energy. There is beautiful wine and a beautiful setting and I'm very grateful to be a part of it. And the best part is that what we raise during Auction goes to nonprofit beneficiaries in Napa County. - Naoko Dalla Valle, Dalla Valle Vineyards

I think Auction Napa Valley is absolutely amazing. The seamless organization, the people, everything wine and food that's going on. I think there is only one event like this in the world. - Michel Rolland, noted consulting winemaker

The mood in the tent was one of friendly competition with bidders really cutting loose. It appears that 100° days are an easy slide into the six figures for many of the one-of-a-kind Live Lots. - Fritz Hatton, auctioneer

We brought a Southern theme to Napa Valley wines and ingredients for tonight's dinner after the Live Auction. It was a serendipitous combination on this sultry-and celebratory-evening. - Chef Joseph Lenn, Blackberry Farm

The giving that comes out of Auction Napa Valley is all about generosity...the generosity of all of our vintners who are donating these beautiful lots and so much of their time, of the bidders who come from all over the world to contribute, and of the generosity of our volunteers, over 500 of them, who have all helped us to make this year's Auction such a success. - Ed Matovcik, Auction Napa Valley Board of Directors

It's a remarkable partnership with the Napa Valley Vintners and the funding that is made possible as a result of Auction Napa Valley. This year's astounding total will increase our ability to provide parent education and support, so that parents can raise their children in a safe and nurturing home. - Christina Mitchell, COPE Family Center

We are delighted to be a beneficiary of Auction Napa Valley and are grateful that we can further extend mental health, foster and adoption services for children who have suffered trauma or abuse in their lives. - Mark Bontrager, Aldea Children & Family Services

I don't know how the Napa Valley Vintners does it, but each year they continue to add new excitement to Auction Napa Valley and continue to raise significant support that has transformed our community. We are so lucky to live here and to have the NVV's amazing interest in community health. - Elaine John, Queen of the Valley Hospital Foundation