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

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**Blackbird Vineyards Returns to Premiere Napa Valley to Showcase its Tenth-Anniversary Cuvee**  
*Auction Crushes Previous Records, Raising Nearly \$6 Million*

(NAPA VALLEY, CA; March 3, 2014)—This past Saturday, the Napa Valley Vintners’ annual wine futures auction pulled in \$5.9 million in just over three hours of high-octane bidding on 225 one-of-a-kind, trade-only wine lots. Nearly doubling 2012’s record of \$3.1 million, this year’s event brought the annual fundraiser over the \$5 million milestone for the first time since its inception.

Blackbird Vineyards’ singular lot, a 2012 vintage “tenth-anniversary cuvee” blend of 70% Cabernet Franc from Hudson Vineyard, 25% Merlot from Stagecoach Vineyard, and 5% Cabernet Sauvignon from Ballard Spring Mountain Vineyard, ranked in the top percentage for ten-case lots auctioned. The barrel lot garnered a winning bid of \$24,000 from Randy Gillespie of Haven Restaurant in Houston, Texas. At \$200 per bottle, the 2012 Blackbird Vineyards cuvee sold for 60% more than Blackbird’s highly-rated Illustration, Paramour and Contrarian proprietary red wines.

“Premiere’s auction success shows 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 a top auction lot and allowed us to be an integral part of the Napa Valley Vintners’ efforts for our eighth 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 Friday afternoon, featuring wines from Blackbird Vineyards, as well as fellow vintner partners – Casa Piena, Coup de Foudre, Juslyn Vineyards, Lail Vineyards, Pahlmeyer, Pedras Wine Company, R.A. Harrison Family Cellars, Renteria Wines, TOR Kenward Family Wines, Tuck Beckstoffer Wines.

#### **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. 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 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](http://www.maisonry.com).

## **About Premiere Napa Valley**

For 18 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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