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

Blackbird Vineyards Returns to Premiere Napa Valley to Showcase the 2011 Vintage
Auction Generates Over \$3 Million in Proceeds for Second Year in a Row

(NAPA VALLEY, CA; February 28, 2013)—This past Saturday, the Napa Valley Vintners’ annual wine futures auction brought in \$3.04 million in just over three hours of high-octane bidding on 211 one-of-a-kind wines. Nearly matching 2012’s record of \$3.1 million, this year’s event brought the annual association fundraiser over the \$3 million milestone for only the second time since its inception.

Blackbird Vineyards’ singular lot, a 2011 vintage blend of 50% Merlot, 30% Cabernet Sauvignon, 20% Cabernet Franc, ranked in the top 15% for five-case lots auctioned. The barrel lot garnered a winning bid of \$18,000 from Mark Davidowski of Meritage Wine Market in Encinitas, CA. At \$300 per bottle, the 2011 Blackbird Vineyards vintage blend sold for almost twice the event average bottle price of \$160.75. Meritage Wine Market was one of the top bidding accounts in the auction.

“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 one of the top merlot/cabernet franc based wines this year and allowed us to be an integral part of the Napa Valley Vintners’ efforts for our seventh 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 Thursday afternoon, featuring wines from Blackbird Vineyards, as well as the following vintner partners: Captûre Wines, Coup de Foudre, Fisher Vineyards, Lail Vineyards, Pott Wines, Renteria Wines, Skipstone Ranch and TOR Kenward Family Wines. The previous day, Winemaker Aaron Pott participated as a panelist in Napa Valley Vintners’ “The Role of the Consultant” Tasting and Panel Discussion which featured the 2010 Blackbird Vineyards Paramour Proprietary Red Wine and educated 20 top trade and media from the UK, Canada and Hong Kong visiting for the “Experience Napa Valley” program.

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](https://www.facebook.com/blackbirdvineyards) or [Twitter](https://twitter.com/blackbirdvineyards).

About Premiere Napa Valley

For 17 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](http://PremiereNapaValley.com). These wines, created each only once, by 200 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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