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Sonoma's Top Wine Growers Gathered to Raise Over \$690,000 at the Sonoma Barrel Auction

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An event that offers the chance to buy wine futures while mingling with people that are in the top of the industry...

Sonoma County Barrel Auction is a one-of-a-kind chance to purchase lots never before seen and never seen again.

The 2nd Annual **Sonoma County Barrel Auction** opened to much success and closed out with the same amount of applause. Raising \$693,800 with 75 unique wine lots... Not too shabby.

Let's go back to where it all started...

tasted by a group of masters of wine as well as many master sommeliers, wine lots that were offered were from 16 of the 17 appellations located in Sonoma. The average size of a lot was five cases, though some lots included 10 or 20 cases, which are equal to close to a full barrel of wine.



The growers were able to show off their select wines, some of which included winemakers teaming up.



More than 250 members of wine trade and media which included restaurant and distributor buyers and small to medium sized wine stores attended the 3 day event.

The buyers, representing various retailers, had a unique chance to purchase one or more of these select... not yet bottled lots.

Last year's inaugural event resulted in a total of \$461,700 in total auction earnings.

This year's event really knocked that number out of the ball park. With a total that was 50% over last year's numbers, the Sonoma Vintners Trade Group showed themselves as a top notch organization that brings together wineries from across the region to celebrate Sonoma County itself... and all it has to offer.





Proceeds from the 2016 Sonoma County Barrel Auction support marketing by Sonoma County Vintners and their AVA partners. The event also served to highlight Sonoma County as a premium wine growing region, hoping to find the same press support as Napa has for its own annual wine auction.