



Boisset Celebrates Record-Breaking Sonoma Harvest Wine Auction

Sonoma, CA. (September 9, 2015) – Boisset joins the Sonoma Valley Vintners and Growers Alliance and the Sonoma County Vintners in celebrating the record-breaking success of the \$4.5 million raised for 2015 Sonoma Harvest Wine Auction, which took place this Labor day weekend. Jean-Charles Boisset was the Honorary Co-Chair, alongside Joe Anderson and Mary Dewane of Benovia Winery, and Boisset contributed to a total of five live auction lots on behalf of Buena Vista Winery, DeLoach Vineyards and the JCB Collection. The highest earning live auction lot for Boisset was the third highest earning lot at the auction, raising \$300,000 from two bidders, each pledging \$150,000 for a “Once-in-a-Lifetime French Escape with Jean-Charles Boisset”. Additionally, Boisset’s other live auction lots took in; \$75,000 for dinner on the field with the San Francisco Giants in partnership with Benovia Winery; \$65,000 for an exclusive trip to The Brando Resort on Marlon Brando’s private island in French Polynesia; \$35,000 for an “Epicurean Extravaganza” at Balletto and DeLoach Vineyards and accommodation at Villa Vernazza. In addition, at a dinner co-hosted with Bill Price at Three Sticks Wines’ The Adobe on Friday evening, generous bidders donated \$250,000 to the Fund the Future Children’s Literacy initiative. All totaled, the Boisset Collection Auction Lots contributed a total of \$475,000 to this year’s \$4.5 million raised for 2015 Sonoma Harvest Wine Auction.

Fund the Future, one of the most important auction lots, which supports children’s literacy, also raised over \$1.9 Million this year, and it was thanks to the leadership and work of Honorary Co-Chairs, Joe Anderson and Mary Dewane, and Jean-Charles Boisset that inspired the community, and the crowd under the tent, to generously contribute to this important initiative. In fact, the co-chairs deployed considerable charm and relentless encouragement in the months leading to the auction and throughout the afternoon to encourage many of the day’s top bidders to contribute to the Sonoma community. Thanks to their energy, spirit, commitment, and persuasiveness, this year’s Sonoma Harvest Wine Auction set new records and its sights on even greater contributions to the community in the years to come.

The weekend’s festivities began on Friday, September 4th with the Sonoma Starlight event at Francis Ford Coppola Winery and Saturday’s Taste of Sonoma event at MacMurray Estate Vineyards, but the record-breaking weekend was kicked into true celebratory spirit by a Auction Preview and Gala Dinner held at Buena Vista Winery on Saturday, September 5th, which helped set the stage to wow and excite all of the top bidders the night prior to the auction. California’s first premium winery, Buena Vista, dating back to 1857, was decked out in full 1920’s splendor in honor of the Sonoma Harvest Wine Auction theme, “From Sonoma to the World’s Fair, commemorating the 100th anniversary of the 1915 San Francisco World’s Fair”. Hundreds of crepe lanterns, white and gold helium balloons and up-lighting decorated the entire property, and scrolling images of the original San Francisco World’s Fair were displayed on the historic stone walls of Buena Vista’s Champagne Cellars as the guests, dressed in formal white and gold attire, dined al fresco in the newly renovated Fountain Courtyard at Buena Vista Winery. Chef Michel Cornu, Boisset’s Culinary Director, treated the guests to delicacies including Lemongrass Clam Chowder paired with Buena Vista’s Private Reserve Chardonnay, Petite Côte de Boeuf Forestière paired with Buena Vista’s Private Reserve Pinot Noir and a Chocolate Vortex dessert paired with Buena Vista’s Private Reserve Zinfandel.

Describing this year’s auction, Honorary Co-Chair, Jean-Charles Boisset enthusiastically said, “Sonoma was magnetic this weekend! There was a spirit in the room at the auction that was magical. There was the energy of the one hundred years before us and the one hundred years to come... People of many generations, heritages and backgrounds came together to allow future generations in Sonoma County to become who they want and are meant

to be. The generosity, the energy, commitment, spontaneity, and willingness of the generous bidders, vintners and growers, to give back to the community were unparalleled! It marked a new era for Sonoma; it symbolized a new Sonoma that is bringing people, passion and unity to a remarkable and diverse region that knows that together we can achieve greatness. It showed, once again, that the world of wine unites us, and allows us to give and be in service to the community that sustains us. It is a community of wine and service, uniting generations and heritage, making a difference to all and bringing more significant meaning to life. In celebration, I toast to the art of life, and to the community and vintners of Sonoma! I am so thankful to everyone for a magical, passionate auction and for the extraordinary generosity by those who gave so much.

This year's Sonoma Wine Country Weekend was a tremendous celebration honoring the Sonoma community! We are honored to have been part of the success and ecstatic that we were able to contribute to the Sonoma community and the charities that benefit from the generous funding of the donors at Sonoma Wine Country Weekend. It is thanks to the incredible stewardship of my partners, Joe Anderson and Mary Dewane, Honorary Co-Chairs at Sonoma Wine Country Weekend, as well as the remarkable leadership of the Sonoma Wine Country Weekend team that this year's auction was so successful. They set an amazing goal for themselves, and all of us, and I'm extraordinarily grateful to the entire community for coming out to celebrate and support the youth of this wonderful community," concluded Boisset.

Buena Vista Winery and DeLoach Vineyards also participated in the highest grossing wine-only lot from the day: "An Exhibition of Elegance with the Ladies of Magnum Force", which featured an exclusive collection of 158 bottles which sold for \$85,000. Magnum bottles of the Buena Vista Winery Ida's Selection Pinot Noir and Private Reserve Cabernet Sauvignon were featured as well as magnum bottles of the Forgotten Vines Zinfandel and Maboroshi Vineyard Pinot Noir from DeLoach Vineyards. Additionally, Buena Vista Winery and DeLoach Vineyards also participated in the Big Bottle Bonanza lot, in which celebrated wine producers from the Sonoma Valley Vintners and Growers and Sonoma County Vintners partnered to create this special lot. The Buena Vista Private Reserve Cabernet and the DeLoach Forgotten Vines Zinfandel were featured as part of the twenty-three bottle collection which sold for \$80,000.

Since joining the Boisset Collection in 2003 for DeLoach Vineyards, and 2011 for Buena Vista Winery, the Boisset Collection has consistently been among the top fundraisers at the annual Sonoma Harvest Wine Auction. In addition, DeLoach and Buena Vista have also hosted the Santa Rosa Marathon, Festival del Solé, Tailwags and Handbags for Pet's Lifeline, among many other charitable events in 2015, and have been a consistent presence supporting charities throughout Sonoma County, hosting fundraisers, events and contributing to auctions for various organizations. Boisset's contributions to the Sonoma community are testament to the Boisset family's global commitment to philanthropic efforts in the communities where its wineries are present.

About Boisset Collection

Boisset is a family-owned collection of historic and unique wineries in France and California bound together by a common cause: authentic, terroir-driven wines in harmony with their history, their future and the land and people essential to their existence. With more than twenty historical and prestigious wineries in the world's preeminent terroirs, including the Côte d'Or, Beaujolais, Rhône Valley, California's Russian River Valley and the Napa Valley, each house retains its unique history, identity, and style, and all are united in the pursuit of fine wines expressive of their terroir. To learn more about the Boisset Collection, please visit www.boissetcollection.com.

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