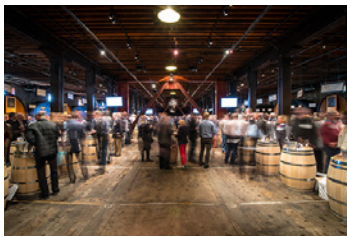




# PREMIERE NAPA VALLEY



The **Premiere Napa Valley** brand represents a collection of some of Napa Valley's highest quality, rarest wines. Produced in quantities of 60 to 240 bottles, each lot is made only once by each winemaker and sold exclusively to wine retailers, restaurateurs, private club owners, wholesalers or importers who procure the wines on behalf of their top customers. Premiere Napa Valley was established in 1997.

The wines debut and are offered for tasting each February at the Napa Valley Vintners' Premiere Napa Valley Barrel Tasting and Auction. Approximately 225 of these unique, small lots are then sold only to licensed members of the wine trade during the subsequent live and online auctions.

The week leading up to Premiere Napa Valley is considered one of the best weeks in the Napa Valley wine business, bringing together more than 1,000 wine professionals for networking, wine tasting, education and the chance to preview Napa Valley vintages that will soon be available for release.

1997 First Premiere Napa Valley wine auction event



60, 120, 240 bottles per lot

Premiere wines are some of Napa Valley's most rare