



## NEVER BEFORE, NEVER AGAIN WINES

The Sonoma County Barrel Auction, an annual event produced by Sonoma County Vintners, is a live auction of wine futures - handcrafted by the county's top vintners - that represent the stylistic range and world-class quality of Sonoma County. This exclusive auction is by invitation only for members of the wine trade and media. **Never Before, Never Again** auction lots are crafted at 5, 10 and 20 cases, giving trade buyers the opportunity to offer original wines for resale to their customers and ultra-premium wine collectors. Proceeds raised from the Sonoma County Barrel Auction assist in creating marketing programs and initiatives that support the wine trade and community.

## 2022 EVENT DETAILS

Thursday, May 5 | PRE-AUCTION EVENTS

- Lot Tasting Preview Event at Bacchus Landing (11:00am - 4:00pm)
- Intimate Vintner Dinners - Vintner Hosting Opportunity (6:00 - 9:00pm)

Friday, May 6 | SONOMA COUNTY BARREL AUCTION

- Welcome Reception, Lunch & Live Auction at MacMurray Estate Vineyards (11:00am - 4:00pm)

## WHY PARTICIPATE?

The goal of the Sonoma County Barrel Auction is to elevate the image, perception and bottle price of Sonoma County wines. Be a participant in this rare opportunity to showcase an exclusive, one-of-a-kind wine to high caliber wine buyers and media from across the country. Engage with trade buyers in a meaningful way, reconnect and develop new, long-term connections for your brand.

- A winery principal/winemaker must be available to attend all Sonoma County Barrel Auction events.
- Additional team members may also participate in the Lot Tasting Preview Event on Thursday, May 5.
- "Save the Date" and attend the Vintner Champion Meeting on Tuesday, February 8, 2022 (9:00 - 10:30am).

## HOW TO SUBMIT YOUR LOT

- [Never Before, Never Again Lot Submission Form](#) | **Submission deadline: Friday, January 21, 2022**
- Participating wineries must be members of Sonoma County Vintners or part of an AVA collaboration lot
- Craft a unique 5-case, 10-case or 20-case **Never Before, Never Again** auction lot, not available in the marketplace
- Consider a special collaborative project with another winemaker to craft an exclusive one-of-a-kind wine
- Add value by offering a market visit that includes a wine dinner or store visit for the winning bidder's account
- Submit your lot details including: proposed lot name, lot size, vintage, varietal(s), appellation(s), vineyard source(s), estimated bottling date, estimated release date, winery/winemaker name(s) and winery logo(s)
- Answer a short list of questions to assist our copy editor with your lot description for the website and catalog; please do not submit answers as "TBD" however you may list "N/A" if a question is not applicable
- Utilize the "Save & Resume Later" feature to share the form with other team members to assist with completion

Commemorative labels will be designed and provided by Sonoma County Vintners, courtesy of [G3 Enterprises Inc.](#) and optional logo corks are available from [DIAM Closures](#). Wineries are responsible for applying for COLA approvals, bottling, labeling and shipping wine to winning bidders.

**QUESTIONS?** Contact Ashley Boyle, Auction Relations Manager  
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