



PREMIERE
NAPA VALLEY

COLLECTIBLE
CREATIVE
INCOMPARABLE

Premiere Napa Valley wines tell the stories of the soils, microclimates and remarkable personalities which make up the mosaic of Napa Valley. They represent quality and innovation and are among the world's rarest wines.

"Premiere Napa Valley gives winemakers the opportunity to be highly creative. Often these wines are a surprise." – Aaron Pott, Pott Wines





Premiere gives you and your top clients access to unique, rare and collectible wines, made in quantities of just 240 bottles or fewer, that no other retailer will have access to. Each bottle is signed by the winemaker.

“Crafting a lot for Premiere is my chance to look at the vintage through a different lens. It’s a unique perspective of our estate that tells a story that has never been told before.” – Priyanka French, Signorello Estate



These micro-lot wines are sold as futures made specifically for an annual, private auction in February open to members of the wine trade, who in turn make the bottles available to their customers and collectors around the world. Many members of the trade create consortiums of their top clients to pre-sell these coveted wines.

"Our top clients are eager to add these unique wines to their cellars knowing that they are procuring something truly one of a kind."

— Gary Fisch, Gary's Wine & Marketplace



Regardless of whether you can attend the auction in Napa Valley or participate virtually, Premiere Napa Valley is the best week in the Napa Valley wine business, offering myriad opportunity to rekindle existing relationships, discover new brands, taste new vintages, learn the latest news from the region and, ultimately, procure some of Napa Valley's most sought-after wines.

"I can't think of another way to get to know Napa and the wines from this region better. In a relatively short time you can taste over 300 wines, talk to all the great winemakers, learn about what's new in the region and purchase with confidence. Plus, if you're lucky, you end up with a unique wine to offer your customers." – Siobhan Irons, Harrods, London

ABOUT NAPA VALLEY VINTNERS

The Napa Valley Vintners nonprofit trade association has been cultivating excellence since 1944 by inspiring its nearly 550 members to consistently produce wines of the highest quality, provide environmental leadership and care for the extraordinary place they call home. Funds raised through Premiere Napa Valley support NVV's mission to promote, protect and enhance the Napa Valley AVA. Learn more at napavintners.com.

"I participate in Premiere to give my clients a one-of-a-kind experience that is more than just buying a bottle of wine. The bonus is that we are helping preserve the Napa Valley for future wine enthusiasts for years to come through the work of NVV." — Chester Cox, Classic Wine Services & Storage



napa valley vintners



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FOR MORE INFORMATION OR TO REQUEST AN INVITATION,

VISIT WWW.PREMIERENAPAVALLEY.COM OR

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