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27-LITER BOTTLE HIGHLIGHTS SONOMA FAMILY STYLE AUCTION

"Big Bottle Bid" Silent Auction Also Features 5 Live Lifestyle Lots to Benefit Local Charities

July 8, 2007 – Santa Rosa, CA: Auction lots have been announced for the "Big Bottle Bid" Auction at Sonoma Family Style, part of the Sonoma County Showcase Weekend of Wine & Food and takes place July 13, 2007 at the Kendall-Jackson Wine Center. More than 60 large format bottles are part of the evening's silent auction, but the biggest bottle of them all is a 27-liter bottle of 2003 La Storia Meritage donated by Trentadue Winery. This bottle is part of one of 5 lifestyle lots with a "big" theme that will be auctioned off live; the Trentadue lot also includes four rows of vines named after the winning bidder and 32 cases of 2007 wine from those wines, with the winner having full input into the winemaking process. The package, including dinner at the winery for 8 and accommodations, is valued at more than \$16,000.

Other lots include a Land Rover Driving Experience Package, a Buena Vista Carneros 150th anniversary lot, a New York experience coupled with a Carl Bucherer luxury watch, and a retreat for 10 at Casa de Sonoma paired with a deluxe Weber grill. All proceeds from the auction and the evening benefit the Redwood Empire Food Bank, area Boys & Girls Clubs, and the Santa Rosa Junior College Foundation. Full details of the live lots are:

1. The Big Adrenaline Rush

At your side is a professional Land Rover Experience Driving Instructor. At your command is a world-class vehicle, raised and bred in the world's most remote areas. Welcome to the Land Rover Experience Driving School at Carmel, a unique opportunity to take advantage of all the unparalleled capabilities Land Rover has to offer. And when your day of off-road instruction is done, your evening will be spent amid the comfort and grandeur afforded by the world-class Quail Lodge Resort. Strap on your seatbelt!

- Two-night stay at the Quail Lodge Resort & Golf Club
- Full Day Experience at the Land Rover Experience Driving School
- Dinner for 2 at The Covey at Quail Lodge
- Golf or spa packages for 2 at Quail Lodge
- Dinner for 2 at Marinus Restaurant at Bernardus Lodge
- A Wine Discovery Tour with The Land Rover Experience
- Land Rover gear
- A mixed case of Rockpile AVA wine from Paradise Ridge, St. Francis, and Rosenblum

- more -

2. Take a Big Bite Out of the Big Apple

You'll never be late again with this Carl Bucherer luxury watch, classically beautiful with exceptional elegance. Its sleek lines will fit right in in New York, where you'll enjoy a two-night stay at the Marriott Marquis, tickets to a Broadway Disney Show, and grandstand tickets at the Macy's Thanksgiving Parade. And of course you'll want to eat well – how about lunch for four at the Four Seasons and a special dinner at Charlie Palmer's Aureole, featuring tasting menus and wine pairing for four and a behind-the-scenes tour with Executive Chef Tony Aiazzi. Two magnums of Flowers Pinot Noir and Chardonnay complete the package.

- Carl Bucherer T-24 Power Reserve watch
- Two night stay the New York City Marriott Marquis
- 4 Grandstand Tickets to the Macy's Thanksgiving Parade
- Lunch for four at the Four Seasons
- Dinner for 4 at Aureole
- 4 tickets to a Disney Broadway Show
- 1 magnum each of Flowers Vineyard & Winery Pinot Noir & Chardonnay

3. The Big Anniversary

Sonoma is the birthplace of California wine, and join us as we celebrate Buena Vista Carneros' 150th Anniversary as California's first premium winery! Start off with four special-edition etched and hand-painted 3L bottles and then come experience Carneros with a two-night stay for eight people at our Carneros Guest House. Enjoy dinner at the award-winning Carneros Bistro, where wine from Buena Vista Carneros and dinner created by Executive Chef Janine Falvo await you. The next day, enjoy a BBQ lunch with winemaker Jeff Stewart and crew. Your group will also be treated to a VIP tour and a food and wine pairing experience. Cheers!

- Two night stay for eight at the Buena Vista Carneros guest house
- Dinner for eight at the Carneros Bistro
- Barbecue lunch for 8 at Buena Vista Carneros
- VIP tour and food & wine pairing at Buena Vista Carneros
- 2 3L bottles of 150th Anniversary Chardonnay in etched & hand-painted bottles
- 2 3L bottles of 150th Anniversary Pinot Noir in etched & hand-painted bottles

4. The Bigger the Better

Do you have big dreams of making your own wine? Trentadue Winery is happy to oblige! Begin your experience by enjoying an afternoon of golf, biking, canoeing, or wine tasting. End up at the winery for a lavish Tuscan dinner for eight by chef Joe LoCoco. While you're there, don't forget to pick out four rows of vines that will be permanently adorned with a commemorative plaque in your name. In honor of the family's name, Trentadue, you and your guests will then produce 32 cases of wine from the selected fruit from the 2007 vintage. Winemaker Miro Tcholakov will assist in this "Cuvée Special," based upon the group's desired blend and wine style, you will decide on cooperage, length of time in oak, and the final blending. Finish your day with luxurious accommodations at the Geyserville Inn. Finally, think big, as in big bottle – the winning bidder will receive a one-of-a-kind 27 liter bottle of 2003 La Storia meritage. For this lot, size does matter!

4. The Bigger the Better (continued)

- 27 Liter 2003 Trentadue La Storia Meritage
- One-night stay for four couples at the Geyserville Inn
- Dinner for eight at Trentadue
- Naming rights to four rows of Trentadue vines, with a commemorative plaque
- 32 cases of 2007 wine from your rows, with you overseeing the winemaking
- An afternoon of Wine Country activities (escorted wine tasting tour, golf, canoeing, biking)

5. The Big Units

Got nine good friends? They'll owe you forever if you treat them to a two-night stay at Sebastiani Vineyard & Winery's Casa de Sonoma, a giant retreat like no other. Five couples will enjoy some of the most sweeping views of Sonoma from balconies and patios found throughout the home, which also boasts a fully equipped kitchen, swimming pool, fireplace, grand piano, and rare vintage furniture. During your stay, enjoy a private tasting at Sebastiani Vineyards & Winery, and then explore the mountains of Sonoma Valley with a VIP tour & tasting at Moon Mountain Vineyards. And once you're back at your own home, you'll be able to host giant parties with this top-of-the-line super-sized Weber grill, which offers 6 stainless steel burners, a smoker, a spit rotisserie, and more BTUs than should be legal. To get you started, this lot also includes eight deliciously tender racks of local lamb. You're more popular already!

- Two-night stay for 10 at Sebastiani Vineyards' Casa de Sonoma
- Tour & tasting for 10 at Sebastiani Vineyards & Winery
- VIP private tour & tasting for 10 at Moon Mountain Vineyards
- Weber Summit® S-650 stainless steel grill
- 8 racks of local lamb

For more information about the Sonoma County Showcase, visit www.sonomawine.com/showcase or call 800-939-7666. The 2007 Sonoma County Showcase Weekend of Wine & Food is presented by Visa Signature, whose cardholders will receive exclusive benefits throughout the event. Sonoma Family Style is presented in part by Wine Spectator. Premier sponsors of Showcase are Southern Wine & Spirits of California and Land Rover. Major sponsors are Acqua Panna, San Pellegrino, Macy's, the Sonoma County Winegrape Commission, and Caliber WinePak. National media partners are Gourmet, Wine Spectator, The Wall Street Journal, and epicurious.com, winecountry.com. Vintner sponsors are Gallo Family Vineyards, MacMurray Ranch, Matanzas Creek Winery, Rodney Strong Vineyards, and Stonestreet Alexander Mountain Estate. Supporting sponsors are American Ag Credit, Weber, Silicon Valley Bank, KJZY, KZST, Napa / Sonoma, the American Lamb Board, Tommy Bahama, Mikasa, and the Sonoma County Tourism Bureau.

The event is produced by Sonoma County Vintners, the leading voice of Sonoma County wine, dedicated to increasing awareness and improving the quality image of its wines to consumers, media, and trade locally and globally. quality since 1944, and currently represents more than 150 member wineries. For more information on the wines and wineries of Sonoma County, visit www.sonomawine.com

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