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Unique lot of a hundred 100-point wines to be auctioned at 2011 Naples Winter Wine Festival

NAPLES, Fla. (Aug. 31, 2010) – At the 2011 Naples Winter Wine Festival, a lot called Perfection that consists of 100 different bottles of wine rated by wine experts at 100 points (the highest rating possible) will be a first-of-its-kind lot ever to be auctioned.

“What started as a wild idea to be the first auction to offer 100 bottles of 100-point wine, with no two alike, grew into a quest that fired up the generosity of private collectors, vintners and our fellow trustees of the Naples Children & Education Foundation,” said Bruce Sherman, chair of the 2011 festival with his wife Cynthia. “Proceeds from this and the 70 other live-auction lots will benefit underprivileged and at-risk children through NCEF, and that’s what opened hearts and wine cellars. It took a while to gather these very special vintages, but I never doubted we could do it for the kids.”

Among the extraordinary bottles in the lot are a 1955 Chateau La Mission Haut-Brion and a 1989 Chateau Petrus. A 1985 DRC Romanée-Conti, considered by wine experts to be the best Burgundy ever made, is included and valued at more than \$11,000. Five vintners who contributed their 100-point wines to the lot will also participate in the 2011 festival: Ann Colgin, Bill Harlan, Paul Hobbs, Christian Moueix and John Shafer. They will be among 28 world-renowned vintners at the festival, which takes place Jan. 28 - 30 in Naples, Fla.

The vast majority of the wines in the Perfection Lot received 100-point ratings from noted wine expert Robert M. Parker Jr.’s The Wine Advocate, with the remainder given 100 points by Wine Spectator. According to The Wine Advocate, a wine rated 96 - 100 is “an extraordinary wine of profound and complex character displaying all the attributes expected of a classic wine of its variety.” Wine Spectator describes wines it rates at 95 - 100 as “classic, a great wine.”

According to Sherman, great care was taken to review the history and provenance of the wines selected for the lot. “We made sure each bottle was cellared under optimal conditions and in pristine condition. The winning bidder will be able to enjoy many of these wines now and others will reach their peak enjoyment level in 30, 40, 50 years.”

A list of the 100 bottles in the Perfection Lot and details about each auction lot will be available on the festival’s website beginning in October.

The events held during the Naples Winter Wine Festival include a tour of children’s charities to enable attendees to meet the children and charities supported by festival proceeds; a luncheon wine tasting, with wines poured by top vintners; and vintner dinners in private homes with cuisine prepared by celebrity chefs and vintners personally pouring their famous wines. The festival culminates the second day when 550 attendees gather at The Ritz-Carlton Golf Resort, Naples - a festival founder - for a culinary showcase and the live auction of one-of-a-kind wine lots and other unique treasures including cars, trips and once-in-a-lifetime experiences. A wine-down party that evening is followed on Sunday by the final event: a celebration brunch.

The Naples Winter Wine Festival was founded and is hosted annually by trustees of the Naples Children & Education Foundation. Since 2001, the festival has raised \$82.5 million, with proceeds helping nearly 100,000 children through grants to children's charities and collaborative funding of major projects including a pediatric dental center and early learning center. The festival has been ranked the most successful charity wine auction in the nation since 2004 by Wine Spectator and a top 10 event for wealthy Americans by the Luxury Institute.

Festival ticket packages are \$7,500 per couple; \$20,000 for reserved seating at the same vintner dinner for two couples. For a festival schedule and other information, please visit www.napleswinefestival.com or call the wine festival office at 888-837-4919.