



WILLAMETTE
VALLEY WINE

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FOR IMMEDIATE RELEASE

TOP LOT GOES FOR \$14,000 AT FIRST-EVER WILLAMETTE VALLEY COLLECTORS' AUCTION

- Zachys Wine Auctions hosts sale of 89 rare and collectible lots -

Willamette Valley, Ore. - April 11, 2022 - Eighty-nine exclusive, rare and library bottlings sold to lucky bidders at the Willamette Valley Collectors' Auction on Thursday during an exciting live-close event streamed to the public. The first-time partnership between [Willamette Valley Wineries Association](#) (WVWA) and [Zachys Wine Auctions](#) raised \$115,230 after ten days of bidding.

"This first foray into the fine wine auction circuit has been an exciting milestone for our region. We are so happy to see every lot find a home with a fine wine collector, and even happier to see some of our lots garner amazing winning bids thanks to an impressive pool of engaged bidders," said WVWA Executive Director Morgen McLaughlin.

Antica Terra's unique lot, a custom blending session, took home the winning bid of \$14,000, a testament to the wild popularity of winemaker Maggie Harrison as well as the strong interest in authenticity and experiences among Willamette Valley wine lovers. In fact, the second-highest winning bid of \$5,000 went to Alexana for their offering of a luxury winery visit for two couples in addition to a vertical of magnum bottles.

Other standout lots included a "cellar crawl" collaboration series from Bethel Heights Vineyards and a magnum collection from Archery Summit, both selling at \$3,200. Trademark Oregon creativity was rewarded: the highest-earning white wine lot was Hazelfern's 80s tribute, a "Back to the Future" Chardonnay lot delivered in a Doc Brown "Back to the Future" radioactive plutonium case custom-built in Europe that sold for \$1,300.

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Powered by Zachys, the Willamette Valley Collectors' Auction opened for online bidding Tuesday, March 29 and closed with a live-streamed auction on Thursday, April 7.

Interest in library wine is evident among those discovering the Willamette Valley and longtime fans alike. Zachys reported an amazing 1,667 bids from 267 engaged bidders for this inaugural event. And for the auction's kickoff, more than 260 people registered for the Collectors' Auction kickoff virtual seminar featuring wine critic Josh Reynolds of Vinous, in which a star-studded panel of winemakers discussed vintage variation and ageworthiness in the Willamette Valley. The recording for that seminar is public and may be viewed [here](#).

All proceeds from the Willamette Valley Collectors' Auction benefit the WVWA's programs to promote, preserve and advance the prestige of Oregon's Willamette Valley AVA and its wines.

About the Willamette Valley Wineries Association

The WVWA is a nonprofit industry association dedicated to achieving recognition for Oregon's acclaimed Willamette Valley as a premium Pinot noir-producing region. The WVWA has more than 230 members representing wineries, tasting rooms and vineyards throughout the Willamette Valley. The organization also hosts Willamette: The Pinot Noir Auction, Oregon Pinot Camp, Pinot in the City, May in Wine Country, The Giving Season and the Cellar Season. Visit willamettewines.com for more info.

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