Record $33 Million Raised at Naples Wine Auction

Naples Festival supports children's charities

Friday, February 23, 2024



In the sun-drenched, picturesque setting of Naples, Florida, the Naples Winter Wine Festival (NWWF) has once again affirmed its status as America's premier charity wine auction, this time shattering previous records by raising an astonishing $33 million for children's charities. The event, held in the luxurious expanse outside the Ritz-Carlton Naples, Tiburón, saw around 650 wine aficionados gathering under the grand tent, their hearts and bids open, ready to support a noble cause while indulging in their passion for fine wines and unique experiences.

The 24th annual NWWF not only showcased the generous spirit of the community but also highlighted the significant impact collective efforts can have on the lives of underprivileged and at-risk children in the Southwest Florida region. The funds raised from this year's event will be channeled through the Naples Children and Education Foundation (NCEF), the philanthropic heart of NWWF, to support a variety of initiatives aimed at enhancing educational, emotional, and health outcomes for children in need.

The auction lots at NWWF are renowned not just for their exclusivity but for the seamless blend of luxury travel experiences with access to some of the world's most sought-after wines. This year's event was no exception, featuring contributions from legendary wineries like Château Cheval Blanc, Staglin Family Vineyard, and Marchesi Antinori, to name a few. Bidders had the opportunity to secure rare large-format bottles, private tastings, and wine-paired dinners with top chefs, among other vinous treasures.

One of the standout auction lots, "Sailing the Turquoise Waters of the Mediterranean," fetched a record $2.7 million. This once-in-a-lifetime experience offers six couples a 7-night cruise aboard a luxurious super-yacht, showcasing the unparalleled beauty of the Mediterranean Sea. Other lots included breathtaking travel adventures, culinary experiences with celebrity chefs, and, for those with a need for speed, even a couple of high-stakes bids on exclusive automobiles, like the first-ever all-electric Rolls-Royce Spectre.

The festival kicked off with intimate wine tastings and dinners, setting the stage for a weekend filled with philanthropy and fine wine. The "Meet the Kids Day" provided attendees with a heartfelt glimpse into the lives of the children benefiting from their generosity, further fueling the spirit of giving that defines the NWWF.

As we reflect on this year's record-breaking event, it's clear that the NWWF is more than just an auction; it's a beacon of hope for thousands of children in Southwest Florida. The commitment of the NWWF community to making a difference in these children's lives is truly inspiring. With nearly $302 million raised since its inception in 2001, the festival stands as a testament to the power of community, charity, and of course, a shared love for the world of wine.

As we look forward to the 25th anniversary of the Naples Winter Wine Festival in 2025, the anticipation is already building. The event promises to continue its legacy of exceptional wine, extraordinary experiences, and most importantly, its enduring commitment to changing lives for the better.