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Cité du Vin Receives a pour of support from Sotheby’s Wine Auction

The wine community’s spirited bidding fuels the future of Bordeaux's iconic wine museum

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Cité du Vin

The recent Sotheby's auction, dubbed 'Wine and Dine Experiences', has become a beacon of hope and a substantial financial injection for the Cité du Vin museum in Bordeaux, raking in a commendable €337,000 (approximately $364,000). This unique fundraiser not only highlighted the global wine community's solidarity but also showcased some of the most exclusive wine experiences money can buy.

At the heart of this auction was a collection of lots that went far beyond the ordinary. Each lot combined limited-edition wines with culinary experiences, including lunch and private tastings at some of the world's most renowned wineries. The wine world watched in anticipation as winemakers from every corner of the globe generously donated their products and experiences, with all proceeds earmarked for the Foundation for Wine Culture and Civilisations, the guiding force behind the Cité du Vin.

The auction's standout lot, featuring a double magnum of Le Pin 2011 and Le Pin 2015, alongside an exclusive tasting and lunch at the Bordeaux estate for eight, shattered expectations. Initially estimated to fetch between €45,000 and €65,000, this lot captivated bidders and eventually sold for a staggering €75,000. The lucky winners are set for an unparalleled dining experience with Jacques and Fiona Thienpont, the owners of the Pomerol estate, promising an unforgettable encounter with one of Bordeaux's most illustrious wine families.

Another highlight of the auction was a rare vertical collection of five magnums of Penfolds Bin 707, spanning five decades, each magnum autographed by Peter Gago, Penfolds' chief winemaker and a Decanter Hall of Fame awardee in 2021. This exceptional lot, accompanied by a dinner in Paris hosted by a Penfolds ambassador, fetched €17,500, underscoring the global allure of Australian winemaking prowess.

Numerous lots exceeded their anticipated values, demonstrating the high regard and enthusiasm within the wine community for supporting the Cité du Vin. Notably, a six-litre Imperial of Château Cheval Blanc 2008, complemented by a luncheon at the château for six guests, brought in €16,250. Similarly, exclusive offerings from Château Figeac, Ornellaia, and a roster of other prestigious wineries, including Château Latour, Château Mouton Rothschild, and Sassicaia, to name a few, drew significant interest and investment from bidders.

The success of the Sotheby's auction is a testament to the wine world's commitment to fostering a deeper understanding and appreciation of wine culture. The funds raised will bolster the Cité du Vin's mission to continue its work as a premier cultural institution, often likened to the 'Guggenheim of wine' since its inception in 2016. This financial boost ensures that the museum can keep offering its visitors immersive,

educational, and engaging experiences that celebrate the rich tapestry of global wine heritage.

As we raise our glasses to the success of the 'Wine and Dine Experiences' auction, it's clear that the spirit of collaboration and generosity within the wine community remains as strong as ever. The auction not only provided a financial lifeline for the Cité du Vin but also reinforced the global connections and shared passion that wine cultivates among people from all walks of life.