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Premiere Napa Valley auction opens registration for 2025 event

The highly anticipated event will feature exceptional wines from a cool, prolonged growing season

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Registration is now open for the 29th annual Premiere Napa Valley auction, one of the most esteemed wine events in the United States. Scheduled to take place from February 19 to 22, 2025, the auction will feature wines from the highly anticipated 2023 vintage. According to Napa Valley Vintners, the 2023 harvest benefited from a long, cool growing season, setting expectations for an exceptional collection of wines.

The auction will showcase more than 200 rare and limited-edition wines crafted by Napa Valley's top winemakers. Lot sizes will range from 60 to 240 bottles, making these small-lot wines some of the region's rarest commercially available offerings. Collectors, wine brokers, and trade professionals will have the opportunity to bid either in person or through a live-streaming auction hosted by Sotheby's on Saturday, February 22.

Katie Leonardini, co-owner of Whitehall Lane and this year's auction co-chair, emphasized the event's importance for industry networking. "Premiere Napa Valley is hands down the best week of events to create and cultivate partnerships in the wine industry," said Leonardini. She noted that the auction provides unparalleled access to winemakers and winery owners, as well as insight into innovative trends in Napa Valley winemaking.

Premiere Napa Valley also marks an unofficial debut for the 2023 vintage, offering attendees the first chance to taste and acquire wines that will never be produced again. The event's exclusivity and potential for securing one-of-a-kind wines make it a standout for trade professionals. Alex Hunt, purchasing director at Berkmann Wine Cellars in London, highlighted the auction's value: "The opportunity to taste so many Napa wines in just a few days is unique and hugely valuable – as is the chance to meet the people behind them."

The auction's online bidding opens on February 7, 2025, with registration details available at premierenapavalley.com.