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NATION'S TOP CHARITY WINE AUCTION BENEFITING THE ARTS CELEBRATES "LEGENDS OF THE VINE"

High Museum Atlanta Wine Auction has raised \$21 million over 21 years

High Museum Atlanta Wine Auction: March 26–29, 2014

ATLANTA, Feb. 27, 2014 – For its 22nd year, the High Museum Atlanta Wine Auction is celebrating multiple generations of winemaking with the theme "Legends of the Vine: A Celebration of Generations." The Auction is the largest charity wine auction in the U.S. benefiting the arts, the sixth largest overall and the largest fundraising event for the Museum. The funds generated by the Auction, which amount to more than \$21 million over the last 21 years, are a significant contribution to the High's exhibition and educational programming.

This year's Special Guests of Honor come from some of the world's best multi-generational wineries. They include Tim and Carissa Mondavi of Continuum Estate (father and daughter); David and Jasmine Hirsch of Hirsch Vineyards (father and daughter); and Shari and Shannon Staglin of Staglin Family Vineyard (mother and daughter). The Auction's Honored Friend-in-Wine is Mark Collins of Domaine Clarence Dillon, and this year's Special Guest Chef is Anne S. Quatrano of Atlanta's Bacchanalia, Floataway Café, Abattoir and Star Provisions restaurants. The Champagne Sponsor is Champagne Piper-Heidsieck. The event is co-chaired by Louise Laird and Mary Johnson.

Wine Auction events kicked off with the Secret Cellars Tour on Sunday, Feb. 23. The event offered guests the chance to view the inner sanctums of some of Atlanta's most serious wine lovers and see how their cellars are constructed and stocked. The chauffeured tour also featured wine tastings poured by guest sommeliers and a delicious dinner.

Wine Auction week officially begins March 26 and continues through March 29. The week of festivities will include:

- <u>Dine Around Dinners</u> March 26: At these dinners, some of the world's best winemakers will partner with Atlanta's top chefs in their restaurants to develop a one-of-a-kind, way off-the-menu, multi-course meal and wine pairing.
- <u>Winemaker Dinners</u> March 27: Winemaker Dinners feature some of Atlanta's most renowned chefs, paired with guest chefs from around the country, alongside visiting winemakers. These incredible dinners take place in some of the most beautiful homes in Atlanta.
- <u>Tasting Seminars</u> March 28: These seminars at local venues cover topics hand-picked by winemakers and sommeliers and feature some of the world's highest rated and most unusual wines.
- Friday Fête: A Celebration of the High Life March 28: At this year's event in the big top tents at Atlantic Station, guests can mix and mingle with winemakers, bid on the impressive Silent Auction, and enjoy a meal prepared by Special Guest Chef Anne S. Quatrano and her talented team of chefs from four of Atlanta's most celebrated restaurants Bacchanalia, Quinones at Bacchanalia, Floataway Café and Abattoir, as well as cook's market Star Provisions. Joining her will be Matt Adolfi chef de cuisine, Bacchanalia and Quinones at Bacchanalia; David A.

Carson – executive chef, Bacchanalia, Quinones at Bacchanalia and Star Provisions; Todd Immel – executive chef, Floataway Café; Leonardo Iranzo – chef de cuisine, Abattoir; and Carla Tomasko – pastry chef, Bacchanalia and Quinones at Bacchanalia. After dinner, the dance band kicks in and the shoes come off. Attire is Cocktail Casual – a jacket is requested, but no tie is required.

The week concludes on March 29 with the main event in the big top tents at Atlantic Station: the Vintners' Reception and Live Auction featuring wine tastings from many of the world's top wineries, samplings from dozens of Atlanta's best restaurants, and the opportunity to bid on the best in wine, travel and food experiences.

"This year, we're so excited to celebrate the multiple generations of winemakers, and the many generations of our Wine Auction family, who have helped to make our events so successful over the past two decades," said Cate Candler Singerman, Wine Auction manager. "As we honor our steadfast friends and supporters, we look forward to making new connections who will continue the strong tradition of the Wine Auction for many years to come."

For more information about specific events, please visit www.atlanta-wineauction.org.

The Wine Auction is pleased to announce the following corporate sponsors: Wells Fargo Private Bank as the Grand Cru sponsor; Premier sponsors Atlanta Homes & Lifestyles and Geographics; Delta Air Lines as the official airline; Top Bidders Dinner sponsor St. Regis Atlanta; KPMG as the Winemaker Dinner sponsor; Friday Fête Sponsor BNY Mellon Wealth Management; Culinary Partner A Legendary Event; automotive sponsors Jim Ellis Porsche and Hennessy Porsche; website sponsor MaxMedia; Tasting Glass sponsor Sherlock's Wine Merchant; Secret Cellars Tour sponsor SunTrust; hotel sponsor The Four Seasons Atlanta; beverage sponsors The Coca-Cola Company and smartwater; site sponsor Atlantic Station; entertainment sponsor Celebrity Cruises; valet and vintner transportation sponsor Lanier Parking Solutions; brand partner Brand Fever; and décor partner Tony Brewer and Company.

High Museum Atlanta Wine Auction

Founded in 1993, the High Museum Atlanta Wine Auction is the largest fundraising event for the High Museum of Art, the leading art museum in the southeastern United States. The Wine Auction is the top charity fundraising event in Atlanta, the sixth largest charity wine auction in the United States according to *Wine Spectator*, and the number one charity wine auction benefiting the arts. The funds generated by the Auction, which amount to more than \$21 million over the last 21 years, are a significant contribution to the Museum's exhibitions and educational programming. Proceeds help to make possible special exhibitions and partnerships, and the Auction also provides funds for dynamic youth education programs, which draw more than 65,000 schoolchildren to the High each year. For more information about the High Museum Atlanta Wine Auction, please visit www.atlanta-wineauction.org.

High Museum of Art

The High is the leading art museum in the southeastern U.S. With more than 14,000 works of art in its permanent collection, the High Museum of Art has an extensive anthology of 19th- and 20th-century American and decorative art; significant holdings of European paintings; a growing collection of African American art; and burgeoning collections of modern and contemporary art, photography, folk art and African art. The High is also dedicated to supporting and collecting works by Southern artists. For more information about the High, visit high.org.

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