

**FOR: MA(i)SONRY NAPA VALLEY**  
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**MA(i)SONRY**  
NAPA VALLEY

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## Ma(i)sonry Napa Valley Introduces the Medallion Collection Membership

*Join an exclusive Napa Valley life aesthetic*



Lottery benefits include a wine dinner at Ma(i)sonry and an Emotive Audi R8 Driving Experience

NAPA VALLEY, CALIFORNIA, JANUARY 26, 2011 – Ma(i)sonry Napa Valley, the unique fine art, design, and wine-tasting gallery located in Yountville, announces its latest creation, The Medallion Collection Membership. Benefits of joining this exclusive club for clients who appreciate artisanal wine and the Napa Valley lifestyle include:

- Quarterly shipments of fine wine, premiere access to new vintage releases, limited-production library and large format bottlings, cellar services, and complimentary tastings at Ma(i)sonry for members and up to four guests;
- Lottery benefits, including drawings for exceptional experiences, such as an overnight stay for two at Auberge du Soleil or at the Mandarin Oriental San Francisco hotel;
- Access, as well as invitations, to participate in events at Ma(i)sonry and throughout the United States; and
- Concierge services for local attractions, restaurants, and hotels

The Medallion Collection will feature three tiers of enrollment: *Classic* (\$100 quarterly/open enrollment), *Connoisseur* (\$500 quarterly/limited to 500 members), and *Collector* (\$1,000 quarterly/100 members only). Benefits vary by tier. The first shipment of wines will occur the first week of March. Quarterly shipments will continue June, September and December.

“The Medallion Collection offers the opportunity for continuous membership in the Ma(i)sonry aesthetic,” says Paul Leary, President of Blackbird Vineyards, which owns Ma(i)sonry. “By combining access to rare wines and exceptional experiences — in the Napa Valley and throughout the U.S. — we can further immerse our clients in the pleasures of fine wine, art, and design.”



Lottery benefits include a two-night stay at Auberge du Soleil, Napa Valley

Leary adds that membership in the Medallion Collection makes a great gift, too. The first 100 members to enroll in the Connoisseur or Collector tier will receive a complimentary Flock Box Collection, the wildly popular mini-sampler set featuring Blackbird's entire wine portfolio, featured in *O: The Oprah Magazine*.

Enrollment in The Medallion Collection is available online, by phone at 707-944-0889, or in person at Ma(i)sonry Napa Valley, 6711 Washington Street in Yountville.

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#### **About Ma(i)sonry Napa Valley**

Restored in 2008 by Blackbird Vineyards' Proprietor Michael Polenske, this historic 1904 stone building serves as a stylized backdrop for Ma(i)sonry Napa Valley—"a life aesthetic." As an art, design, and collective wine-tasting gallery among an outdoor sculpture garden, Ma(i)sonry offers guests a differentiated lifestyle experience in wine country. Located in Yountville—a world-class culinary, wine, and tourism destination— Ma(i)sonry Napa Valley features a rotating collection of limited-production wines and internationally renowned art and furnishings to appreciate and acquire. Guests are welcome to peruse Ma(i)sonry's galleries seven days a week, with seasonal evening appointments until 10 p.m. For more information, please visit [www.maisonry.com](http://www.maisonry.com).    