

For IMMEDIATE RELEASE
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Bespoke Collection Introduces Tailor-Made Membership Program

Offering boutique wines, customized shipments, and Bespoke Benefits for unique experiences in the Napa Valley, Argentina, and beyond

NAPA VALLEY, CA, September 10, 2012 – Bespoke Collection which comprises of Blackbird Vineyards, Ma(i)sonry Napa Valley, and Recuerdo Wines—today announced the launch of Bespoke Membership which allows clients to customize their wine shipments and create their own tailor-made experience. Since the Bespoke Collection wine portfolio ranges greatly from collector bottlings to every day drinking wines, clients will find a wide range of choices in the three membership programs, fittingly titled, “BlackMail,” “Medallion,” and “Recollection.”

BESPOKE MEMBERSHIP

ARTISANAL WINES & EXPERIENCES



BLACKMAIL
Membership

Members enjoy first access to the acclaimed Blackbird Vineyards Napa Valley wine portfolio through customized shipments. blackbirdvineyards.com



MEDALLION
Membership

A curated, quarterly selection of wines from Ma(i)sonry Napa Valley and 19 limited-production vintner partners. maisonry.com



RECOLLECTION
Membership

Members enjoy a consistent selection of Recuerdo Wines from Uco Valley, Argentina shipped at regular intervals. recuerdowines.com

Once clients are enrolled in one or more of the membership programs, they earn priority status in Bespoke Benefits. Bespoke Benefits include first access to allocated and large format bottlings, wine tastings at Ma(i)sonry Napa Valley and in Argentina, concierge services, invitations to exclusive events, lottery drawings, opportunities to travel to Napa Valley and Argentina, plus more. At the highest level, Bespoke Benefits allow members to enjoy portfolio roads shows with friends and family in their locale, group luncheons at Ma(i)sonry Napa Valley, and overnight accommodations at luxury properties in Napa Valley and Argentina.

“The Bespoke Membership is the result of our ongoing commitment to provide clients with the best artisanal wines and customizable experiences. Our goal is to empower clients to create their own tailor-made experience with us and, in turn, we reward them with Bespoke Benefits for redemption of truly unique experiences in Napa Valley, Argentina, or even in their locale,” states President, Paul Leary.

About Bespoke Collection

The Bespoke Collection is a portfolio of artisanal brands and experiences. Our team offers a curated selection of boutique wines, one-of-a-kind objets d’art, and unique lifestyle experiences in the Napa Valley, Argentina, and beyond. Led by Founder, Michael Polenske, and President, Paul Leary, the current Bespoke Collection portfolio includes Blackbird Vineyards, I. Wolk Gallery, and Ma(i)sonry in the Napa Valley, and Recuerdo Wines in Mendoza, Argentina. Become inspired, explore exclusive offerings, and create your own tailor-made experience at www.bespokecollection.com and www.bespokemembership.com.

About Blackbird Vineyards

Founded in 2003 by Michael Polenske, Blackbird Vineyards is an artisanal producer of Pomerol-inspired wines from the Napa Valley. Planted in 1997, the estate vineyard is located in the heart of the Oak Knoll District—a region appreciated for its moderate climate and deep, gravelly soils. The vineyard’s valley floor topography presents optimum growing conditions for Winemaker, Aaron Pott, to produce elegantly styled, appropriately balanced red wines that offer short and long-term cellaring potential. www.blackbirdvineyards.com   

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.    

About Recuerdo Wines

Recuerdo Wines offers enthusiasts the opportunity to experience premium wines that capture the best of Argentina’s unique terroir, specifically within the high-altitude Uco Valley. Recuerdo means “memory” or “memento” in Spanish. As such, the Recuerdo winemaking team of Santiago Achával and Pablo Martorell passionately believe that each bottle of Recuerdo should not only represent Argentina’s native terroir but also serve as a memory of each and every harvest. www.recuerdowines.com  

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