

**PRIMA Vini Wine Merchants & Restaurant**  
**Walnut Creek, CA**  
**WINE AUCTION TO BENEFIT**

**Sonoma County Grape Growers Foundation**  
**Housing Support Fund for Ag. Workers Displaced by Fires**  
**October 27- November 3, 2017**  
**Our goal is to raise \$50,000+ and with your help,**  
**I know we can get there.**

Our collections will begin from Tuesday, October 17<sup>th</sup> through Friday, October 27<sup>th</sup>. Bidding will begin at 10:00 AM on Friday, October 27<sup>th</sup> and end promptly at 6:00 PM, Friday, November 3<sup>rd</sup>

The recent northern California fires have deeply shocked all of us. The impact on many of our friends and colleagues has been profound, and, as is always the case, the people suffering most are those with the fewest resources to cope. To that end PRIMA is organizing an **on-line and in-store silent wine auction**, 100% of proceeds which will be donated to **Sonoma County Grape Growers Foundation Housing Support Fund for Ag. Workers Displaced by Fires**. The items for sale will be on display in PRIMA Vini and bids will be solicited through a online auction platform, Auction32. Bids will also be solicited in the store and direct e-mail communication.

We'd like to solicit from you, our loyal customers, wine from your personal cellars (or anything else auctionable) to be included as auction lots as we are similarly requesting donations from our winery, importer and distributor colleagues. As an added incentive, for lots whose initial bids (as determined by Prima Vini Wine Merchants) can begin at \$100 or more, we'll give you a \$15 PRIMA gift certificate in return. If you have an item or items (Lot #1 will be a four-bottle selection of mature Bordeaux from John's cellar!), please let me know by return and we can make arrangements to get them here before the auction begins.

We'd love you to be a bidder, too. Request, fill out and return a bidder application and we'll keep you in the e-mail loop as bids are updated. Only registered bidders will be able to participate. If you'd like to volunteer some time in helping organize the auction, also please let me know by return.

Please contact Peter Andrews, Prima's Sales & Marketing Manager by email or on his cell with questions, to donate and/or to bid.

[Peter.Andrews@PrimaWine.com](mailto:Peter.Andrews@PrimaWine.com)

(434) 249-7950

100% of our proceeds go to the SCGGF. 100% of their proceeds go to those in need. No admin fees and no overhead.

**About the Sonoma County Grape Growers Foundation:**

The Sonoma County Grape Growers Foundation (SCGGF) was first established in 2002 as a 501(c)(3) organization to help fund educational workshops in Spanish for agricultural employees. Re-launched in January of 2016, SCGGF is focused on improving the lives of Sonoma County's agricultural employees and their families, while ensuring Sonoma County remains a place where agricultural workers will continue to live, work and thrive. SCGGF collaborates with various community-based organizations and government agencies to identify existing resources, leverage available support and create new programs to assist local agricultural employees and their families. This includes a focus on healthcare, affordable housing, childcare and education. The Foundation is managed by the Sonoma County Winegrowers with a 12-member board of directors comprised of agricultural leaders, vineyard owners, winery executives, and other Sonoma County community leaders.

*Thanks in advance for your participation,  
John Rittmaster and Peter Chastain,  
Owners, Prima Vini Wine Merchants and Restaurant  
Walnut Creek, CA*

**Peter Andrews, CSS, CSW, MBA**  
**Wine & Spirits Buyer**  
**Sales & Marketing Manager**  
Prima Vini e Ristorante  
(925) 945-1800  
Walnut Creek, CA  
Restaurant: [www.primawine.com](http://www.primawine.com)  
Wine Shop: [www.primavini.com](http://www.primavini.com)