



Press Release London

For Immediate Release

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**An Open Passport to Visit
Twelve of the Finest Wine Producing Families in Europe
To be Offered at Sotheby's**

**As Part of a Limited Edition *Primum Familiae Vini* Case of 12 Bottles
Representing the Wine World's Leading Names**



LONDON, 12 March 2021: Wine collectors yearning for the chance both to travel and indulge their passion will be presented with an extraordinary opportunity at Sotheby's this March. For those in the know, the acronym PFV carries a cachet that needs no introduction. Established in 1992, this international association of some of the world's finest wine producing families from France, Germany, Italy, Portugal and Spain – the *Primum Familiae Vini* – represents the wine world's leading names that remain to this day in family ownership. Every year, the families of the PFV each select one of their finest vintages to produce only 12 individually numbered, limited edition cases; Sotheby's will offer Case Number 1 of 12 from this year's release. Distinguishing Collection Case Number 1 from the other 2020 Limited Edition Cases is the addition of a rare *Primum Familiae Vini* passport. With bids starting from £30,000, this very special single lot opens Sotheby's online sale of wines, running from 12th to 29th March.

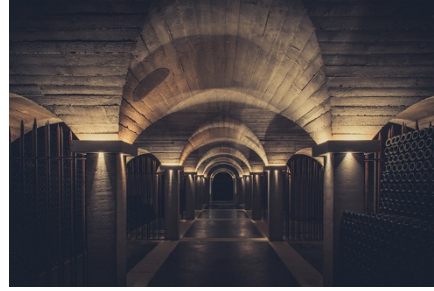
The PFV Passport represents truly one of the most astonishing experiences in the world of wine. It offers the buyer a single visit to each of the 12 members of the PFV, with a commitment inherent in the passport that a family member themselves will be present to receive the winning bidder (and up to three of their family or friends) to a lunch or dinner at their respective estates. The passport will never expire, and therefore these experiences can be redeemed at any point in future – whether a private tour of the spectacular Grand Chai (Great Barrel Hall) at Château Mouton Rothschild in Bordeaux, the great Port houses of the Douro Valley, a sun-kissed vineyard in Tuscany, or a legendary cellar in Champagne.

Jamie Ritchie, Worldwide Head of Sotheby's Wine, said: *“With every bottle destined to become a legend from their respective regions, the twelve cases represent the first and only time that these great vintages will be available together. This case, Number 1 of the edition, will serve as the inspiration for and collective memory of a visit to each estate, where you are hosted by a family member. The people behind the wines define the wines that they make. The opportunity to meet twelve legendary producers, on your own timetable, is a dream that can come true, but only for the winning bidder. No passport was issued at all during 2020, and the maximum offered in any year is just one or two. The case we are offering is one of the only cases ever to be made available with this additional outstanding prize.”*

Paul Symington, Chairman of the PFV, added: *“Our twelve families are multi-generational and we all have a passionate and very personal commitment to our vineyards, to our wines and to the continuity of our family project. We meet together regularly to share our experiences and to make sure that our children grow up appreciating each other's wine regions. In this Limited Edition Case you will find one of the finest wines that each of us have produced in recent years, and we have signed each bottle. We look forward to sharing a good bottle of wine over lunch or dinner with the winning bidder in each of our wineries in due course.”*

George Lacey, Head of Auction Sales, UK, Sotheby's Wine, said: *“I am thrilled to have been able to work closely with the team at the Primum Familiae Vini in bringing this special lot to auction as part of my first sale with Sotheby's. The PFV's passionate commitment to its families' values and continuity of outstanding winemaking in their respective regions has established them as luminaries in the world of wine, and it is a great privilege that the winning bidder will experience this first hand with the PFV Passport providing one of the most exclusive wine experiences ever offered.”*

An organisation with unique heritage in the world of wine, the 12 member houses of the PFV display a powerful commitment to the continuity of independent family wine producers. The 12 families that currently make up the association are: **Marchesi Antinori; Baron Philippe de Rothschild (Mouton); Joseph Drouhin; Egon Müller Scharzhof; Famille Hugel; Champagne Pol Roger; Famille Perrin; Symington Family Estates; Tenuta San Guido (Sassicaia); Familia Torres; Vega Sicilia; and Domaine Clarence Dillon.**



Illustrated, left to right: Pol Roger (Champagne, France); Château de Beaucastel (Rhône Valley, France); Solaia vineyard (Tuscany, Italy)



Illustrated left to right: Egon Müller vineyard (Mosel Valley, Germany); Maison Joseph Drouhin (Burgundy, France); Château Haut-Brion (Bordeaux, France)

The PFV places a strong emphasis on upholding the values inherent to these businesses with respect to their support of charity, social responsibility and the environment. Every year, the association awards an Annual Prize of €100,000 to an exemplary family business in any area of activity that best demonstrates family continuity, quality, heritage, values and sustainability. Alongside this, the PFV host a series of gala dinners and benefit auctions around the world in order to raise funds for local charities, present its members' wines and enable consumers to meet the producers face to face. It is at these dinners and auctions that their Limited Edition Collection Cases have always been offered in the past. Sotheby's sale therefore represents **the first time that a PFV Collection Case**, alongside the **even rarer Passport**, is offered openly in the global fine wine market.



Illustrated left to right: Sassicaia (Tuscany, Italy); Vega Sicilia (Ribera del Duero, Spain); Familia Torres (Catalonia, Spain)



Illustrated left to right: Famille Hugel (Alsace, France); Château Mouton Rothschild (Bordeaux, France); Symington Family Estates (The Douro Valley, Portugal)

The signature of the family member who selected the individual wine has been engraved by hand onto each bottle, and each case has been hand-made by the renowned Thierry Drevelle in his atelier in Cognac, using ancient ‘*Chêne de Marais*’ sculpted into an elegant curve echoing the arches of the private cellars from which these wines originate.

Vine | The Primum Familiae Vini & A Classic Cellar of European and New World Icons is Sotheby’s first London wine sale of the year (open for bidding from 12th to 29th March). **The Primum Familiae Vini’s Limited Edition Case 1 of 12 & Passport** will be offered as Lot 1.

- *The 2020 PFV Limited Edition case contains the following superlative wines:
- Egon Müller Scharzhofberger Auslese Goldkapsel 2018, Weingut Egon Müller
 - Cuvee Sir Winston Churchill 2008, Pol Roger Champagne
 - Montrachet Marquis de Laguiche 2017, Joseph Drouhin
 - Vega Sicilia Unico 2010, Tempos Vega Sicilia
 - Solaia 2016, Marchesi Antinori
 - Mas de la Rosa 2016, Familia Torres
 - Sassicaia 2017, Tenuta San Guido
 - Château Haut-Brion 2009, Domaine Clarence Dillon
 - Hommage à Jacques Perrin Château de Beaucastel 2009, Famille Perrin
 - Château Mouton Rothschild 2015, Baron Philippe de Rothschild
 - Graham’s The Stone Terraces 2017 Vintage Port, Symington Family Estates
 - Gewurztraminer Selection de Grains Nobles “S” 2010, Famille Hugel



[IMAGES AVAILABLE TO DOWNLOAD HERE](https://tinyurl.com/ytmnwdww)
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About Sotheby's Wine

Established in 1744, Sotheby's is the world's premier destination for art and luxury. Synonymous with innovation, Sotheby's promotes access, connoisseurship and preservation of fine art and rare objects through auctions, private sales and retail locations. Our trusted global marketplace is supported by a network of specialists spanning 40 countries and 50 categories, which include Contemporary Art, Modern and Impressionist Art, Jewelry, Watches, and Wine and Spirits, among many others.

Sotheby's Wine's annual worldwide auction sales of wine and spirits totaled an outstanding \$92 million in 2020, with over 15,000 lots sold across 41 sales – a nearly 50% increase in the number of auctions held in 2019. Over \$60 million of wine and spirits were sold to online bidders in 2020 versus \$28 million in 2019, with 85% of all lots offered finding online buyers. Demonstrating continued strength in Asia, Sotheby's led the market in the region for the third consecutive year, with over 70% of the total bid amount in all Wine and Spirits sales attributed to collectors in Asia.

Sotheby's Wine's has had the privilege of auctioning numerous record-breaking wines and spirits in recent years, with 2020 alone witnessing new world auction records for any bottle of Japanese whisky, any bottle of whisky produced by the Dalmore Distillery, as well as any bottle of Cognac. Sotheby's Wine currently holds the world records for any whisky collection ever sold at auction, any private wine collection ever sold at auction, the most expensive bottle of wine ever sold at auction and the most expensive bottle of spirits ever sold at auction.

In addition to auction, Sotheby's Wine launched a retail business in 2010. With a retail store located in Sotheby's New York headquarters and e-commerce at www.sothebyswine.com, Sotheby's Wine offers a carefully curated selection of wines from the world's most prestigious producers and important regions. Expertly assembled by our experienced specialists, the selection is built upon lasting relationships with winemakers from across the globe, with bottles that are ready for immediate consumption, in addition to investment-worthy wines from highly sought-after vintages. A second retail location opened in Sotheby's Hong Kong galleries in 2014.

** Estimates do not include buyer's premium or overhead premium. Prices achieved include the hammer price plus buyer's premium and overhead premium and are net of any fees paid to the purchaser where the purchaser provided an irrevocable bid.*

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