

# Sotheby's EST. 1744 Wine

Press Release New York

For Immediate Release

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## SOTHEBY'S WINE ANNOUNCES THE LAUNCH OF SOTHEBY'S OWN LABEL COLLECTION

A Collection of 12 Wines Developed by Sotheby's Wine  
Through Trusted Relationships with Select Producers

Inaugural Collection to Include Rosé and Champagne,  
As Well As White and Red Wines

Prices Ranging from \$16.95 to \$39.95

NOW AVAILABLE FOR PURCHASE EXCLUSIVELY AT  
SOTHEBYSWINE.COM & AT SOTHEBY'S WINE STORE  
ON YORK AVENUE

SHOP THE COLLECTION [HERE](#)



**New York, 30 October 2019** – Sotheby's Wine today announced their latest brand expansion with the roll out of Sotheby's Own Label Collection wines. The retail brand that grew from the storied auction house has tapped into its decades of expertise and a rich network of relationships with respected growers to curate this 12-bottle assortment, with prices ranging from \$16.95 to \$39.95. Now available for sale exclusively at the brand's flagship retail store in New York and on their e-commerce platform, this collection continues the brand's expansion into the fine wine retail business.

*Jamie Ritchie, Chairman of Sotheby's Wine*, remarked: "We are excited to launch our initial range of Sotheby's Own Label wines, each of which offers great value for money. Buying wine can be intimidating and finding wines that are typical of their region, at attractive prices, can be challenging. Our team has the passion, knowledge and winemaker relationships to select wines that are classic examples of the region and are ready for immediate drinking. These are enjoyable wines that have integrity and will give a lot of pleasure. They are made for buying by the case and for always being on hand, to be served to whoever stops by."

The wines were expertly sourced by Sotheby's wine specialists with the goal of celebrating the truest expressions of some of the world's most famed appellations. Two years in the making, the collection was created with the intent of presenting excellent wines available at an attractive price point, opening up the world of wine expertise to a wider consumer base.

The collection includes two sparkling wines, one rosé, three whites and six reds, and the wines have been sourced globally representing California, Italy and France. The selection offers a Champagne, available in standard bottle and magnum sizes, a Prosecco, a Bourgogne Blanc and Bourgogne Rouge, both a Sonoma County Chardonnay and a Pinot Noir, a Sancerre Blanc and a Rosé, a Langhe Nebbiolo and, from Bordeaux, a St. Emilion, a Pessac-Léognan and an Haut-Médoc\*\*. The growers themselves were chosen with extreme care, with the Sotheby's team looking to provide consumers with a memorable experience enjoying a wine that is typical of its region.

Every detail of the process has been thoughtfully executed by the team at Sotheby's Wine to live up to the brand's exceptional standards and the winemakers' stellar reputations. The label designs have been crafted with care and attention to detail, and each wine has been bestowed a specialized lot number. The lot numbers pay homage to both Sotheby's auction roots and important pieces of the winemaker's location or legacy. Prices for the collection range from just \$16.95 up to \$39.95, and are intended for immediate consumption. The 12 wines can be purchased as individual full cases of 12

bottles or as a complete, assorted set of 12, offering the collection in its entirety, as well as in six-bottle bottle quantities.

Sotheby's Own Label Wine Collection is the brand's latest venture into the wine retail space: in 2010, Sotheby's Wine launched their first retail arm, with the opening of their brick and mortar store located inside their York Avenue headquarters in New York. The brand's wine store, located at 1334 York Avenue, offers an extensive range, from modestly-priced to investment wines that present a diverse range of regions, with each wine being personally selected by the Sotheby's Wine team.

Sotheby's Own Label Wine Collection is now available for purchase at Sotheby's Wine retail store on York Avenue and online via [SothebysWine.com](http://SothebysWine.com).

For general information, please visit [www.sothebyswine.com](http://www.sothebyswine.com)

For real time updates, follow Sotheby's Wine on [Facebook](#) at and [Twitter](#).

*\*\* Note to Editors, full price list:*

*NV Sotheby's Champagne: Blanc de Blancs, Grand Cru, \$36.95 USD (bottle) \$79.95 USD (magnum)*

*2018 Sotheby's Prosecco: Valdobbiadene Superiore Brut, \$16.95*

*2018 Sotheby's Sancerre Blanc, \$22.95 USD*

*2016 Sotheby's Bourgogne Blanc, \$36.95 USD*

*2018 Sotheby's Sonoma County Chardonnay, \$24.95 USD*

*2018 Sotheby's Sancerre Rosé, \$22.95 USD*

*2016 Sotheby's Bourgogne Rouge, \$36.95 USD*

*2017 Sotheby's Sonoma Coast Pinot Noir, \$39.95 USD*

*2017 Sotheby's Langhe Nebbiolo, \$24.95 USD*

*2017 Sotheby's St. Émilion, \$34.95USD*

*2017 Sotheby's Pessac-Léognan, \$24.95 USD*

*2010 Sotheby's Haut Médoc, \$24.95 USD*

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About Sotheby's Wine Own Label Collection:

World-renowned auction house and retailer Sotheby's proudly debuted their Own Label Wine Collection in fall 2019. Hand selected by the specialist retail team at Sotheby's Wine, the 12 featured bottles represent true

expressions of some of the world's most classic appellations from Champagne, Burgundy, Bordeaux, Loire, Piedmont and California. The collection was thoughtfully curated with all wine enthusiasts in mind, with wines affordably priced for their quality at a range of \$16.95 to \$39.95 USD. Each wine is given its own lot number, a nod to Sotheby's auction roots that tells a piece of each producer's story. The launch portfolio consists of twelve wines sourced through decades of personal relationships with the chosen winemakers, with each bottle donning a label designed by the Sotheby's team. At Sotheby's retail stores and corresponding e-commerce site, consumers can purchase a complete case of each wine or the entire collection, individualized half cases or single bottles.

Sotheby's Wine launched their retail business in 2010. The brand's retail presence consists of two physical locations at the Sotheby's New York headquarters and Hong Kong galleries as well as a comprehensive e-commerce platform. The platform's advanced search function allows shoppers to select wine based on the vintage, varietal, source location and more.

#### About Sotheby's Wine:

Sotheby's Wine, with a store located within the auction house's worldwide headquarters on New York's Upper East Side, offers a carefully curated selection of wines from the world's most prestigious producers and important regions. Expertly assembled by Sotheby's' experienced specialists, the ever-evolving selection is built upon lasting relationships with winemakers from across the globe, with prices beginning at just \$13.95. With bottles that are ready for immediate consumption, in addition to investment-worthy wines from highly sought-after vintages each wine is chosen for its expression of its region and value for money. Each bottle selected by Sotheby's specialist team must pass the brand's signature "three-glass" tasting guideline, meaning that the tasters must like it enough to want to drink three glasses, or the standard amount enjoyed when sharing a bottle.

The Sotheby's Wine Store in New York City is located at 1334 York Avenue, and is open Monday through Friday from 10AM to 7PM and Saturday from 10AM to 6PM. Along with a retail location in Hong Kong Sotheby's Wine also offers all bottles online, 24 hours, at [www.sothebyswine.com](http://www.sothebyswine.com).

For more information about Sotheby's Wine, contact:

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#### **About Sotheby's**

Sotheby's has been uniting collectors with world-class works of art since 1744. Sotheby's became the first international auction house when it expanded from London to New York (1955), the first to conduct sales in Hong Kong (1973), India (1992) and France (2001), and the first international fine art auction house in China (2012). Today, Sotheby's has a global network of 80 offices in 40 countries and presents auctions in 10 different salesrooms, including New York, London, Hong Kong and Paris. Sotheby's offers collectors the resources of *Sotheby's Financial Services*, the world's only full-service art financing company, as well as the collection, artist, estate & foundation advisory services of its subsidiary, *Art Agency, Partners*. Sotheby's also presents private sale opportunities in more than 70 categories, including S|2, the gallery arm of

Sotheby's Global Fine Art Division, and three retail businesses: Sotheby's Wine, Sotheby's Diamonds, and Sotheby's Home, the online marketplace for interior design.

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

**Images are available upon request**

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