



PFV, the leading Wine Families in the World, raised a record £53,000 for Marie Curie Cancer Care

London, 9 October 2014 - The eleven families who form the Primum Familiae Vini (PFV) association - Marchesi Antinori, Château Mouton Rothschild, Joseph Drouhin, Egon Müller Scharzhof, Hugel & Fils, Champagne Pol Roger, Famille Perrin, Symington Family, Tenuta San Guido, Torres and Vega-Sicilia- are delighted to announce that they supported the Marie Curie Cancer Care Auction by donating two lots - each lot included the Primum Familiae Vini Passport and the special mahogany collection case-. PFV raised a record £53,000 during the auction that took place in London at Vintners' Hall on Tuesday 7 October 2014. A way to be generous to the end-of-life patients whom Marie Curie Cancer Care will be able to look after at home supported by their families, providing them with free hands-on care and emotional support.

Alessia Antinori, current president of Primum Familiae Vini: *"We are grateful to the auctioneers and to all the participants at the Marie Curie Cancer Care dinner. This record amount raised for such an important charity reinforces the determination of all the members of PFV to continue to support international charitable events with Passports and cases that contain some of the most prestigious wines in the world."*

The Primum Familiae Vini special mahogany Collection Case contains one bottle of the finest flagship wine of each member currently available. The collection case has been presented in the past to selected world leaders including H.M. King Juan Carlos I of Spain and H.M. King Carl Gustaf XVI of Sweden. In addition, successful bidders were given a passport for two, to visit each great wine estate of the eleven members, for an in-depth tasting and tour followed by lunch. The auction was run by Mr Adrian Biddell from Sotheby's. Attendants included writer Jancis Robinson, Simon Berry, Adam Brett-Smith (Corney & Barrow), Christian Seely (AXA Millesimes), Chris Blandy, Ian Harris (WSET), Rupert Clevely (Master of the Vintners' Company), David Gower (Sky), Lord Stuart Rose and Sir David Sieff.

For more information visit www.mariecurie.org.uk

www.pfv.org

About Primum Familiae Vini: also known as PFV, Primum Familiae Vini: is an international association of some of the world's finest wine producing families from France, Germany, Italy, Portugal and Spain, the "Leading Wine Families". PFV was created in 1992 and membership is by invitation only, with a maximum of 12 highly respected families contributing generations of expertise. PFV members aim to defend and promote the traditions and values of family owned wine companies, and ensure that such ideals survive and prosper for future generations.

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