

## Auction Napa Valley

Each year, Napa Valley Vintners holds one of the world's largest charity wine auctions. The goal last year was to make it more accessible by using the power of the Internet to capture a larger audience of off-site bidders.

Groove not only created the necessary technology but also wrapped it in an intuitive, seamless interface with an elegant design. Thus, NVV was able to extend the splendor of the Napa Valley to crucial bidders around the world, delivering an elegant, sophisticated online experience – even if they were bidding at home in their pajamas. Funds raised by the online auction have risen 67% over the past two years.



E-AUCTION LOTS	HIGH BID	HIGHEST BIDDER	PLACE BID
01 • Groove Eleven Estates	\$1000.00	JOHNSON 041	PLACE BID
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