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DINING

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Design your own wine labels

By Lori Varosh
Journal Reporter

New house? New baby? New business?

Want to celebrate a champion racehorse, a theatrical opening or a cherished customer?

Whatever the occasion, you can now announce it with wine.

Northwest Cellars this month launched a line of custom-label wines for individuals and businesses.

With the slogan, "Wine. Now it gets personal," owners Bob Delf and Greg McDonald are offering wines carefully blended and bottled with a personalized label designed for each customer.

Custom-label wines must be ordered by the case. "Our goal was a wine that retails for around \$15 but tastes more like \$25," Delf said.

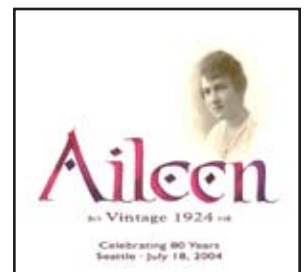
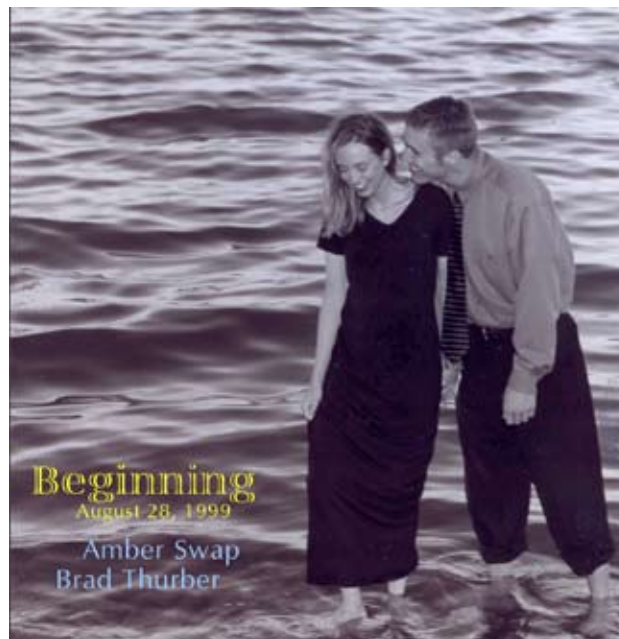
Now on the menu are two Yakima Valley wines, a 2002 Bordeaux-style blend of Merlot, Cabernet Sauvignon, Cabernet Franc and Syrah, and a 2003 ViognierChardonnay blend.

A sparkling wine will be added in 2005.

According to state liquor laws, the labels can be designed and selected online but the wines can be purchased only through

wine shops. A list is available on the company's Web site, www.northwestcellars.com. Or call 866-421-9463 for information.

Send information for the Dining column to King County, P.O. Box 130, Kent, WA 98035-0130; fax253-872-6611; e-mail features@kingcountyjournal.com.



You can now select and design your wine labels online at www.northwestcellars.com

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