

**BEHIND THE SCENES**



Patti Payne

**LABEL ME**

At a recent open house for wedding vendors at A Perfect Celebration in Bellevue, folks were gathered around the two owners of Northwest Cellars, wine distributors with custom labels.

Owners Greg McDonald and self described wine geek Bob Delf started the biz five months ago after choosing two blends from small vineyards in the Yakima Valley, a white blend of chardonnay and viognier, and a red blend of merlot, cabernet Franc, cabernet sauvignon and syrah.

“Our labels are all custom for each person,” says Delf. Customers have ordered their wine with labels bearing pictures of everything from dogs to beds, kids, mansions, pianos and horses. The red blend was one of the featured January wines at Seattle’s Cascadia restaurant. Individuals and companies are ordering for a full range of celebrations. Lawyer Ted Barr has ordered enough for his upcoming Oscar party at Club Hollywood.

Most unusual label so far features 80-year-old Elizabeth Sleeper, dressed as a shady lady for her town’s local historical society. Her son surprised her by turning one of her pictures into a label entitled “Madame Merlot,” with the words, “Come up and sip me sometime.”



NORTHWEST CELLARS PHOTO

**This wine label pictures octogenarian Jean Sleeper dressed as a madame for her town’s historical society play.**

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