

FOR IMMEDIATE RELEASE

## Northwest Cellars Introduces Exclusive Petite Sirah and Red Blend

### *Award-Winning Jeff Runquist Wines Available for Custom Labeling*

KIRKLAND, Wash.—(October 23, 2007)—When owner Bob Delf likes a wine, he puts his money where his palate is. Answering Northwest Cellars' customer requests for a high-end, custom-labeled wine, Delf has chosen to offer something really special—two exclusive new wines from Jeff Runquist Wines: **2005 Petite Sirah (Enver Salman Vineyard, Calif., \$29.95)** and a **2004 red blend** called **Indulgence (Ripon, Calif., \$22.95)**.

"Jeff is a great winemaker and I'm thrilled to be able to offer these wines to my customers," said Delf. "I'm expecting to expand our business relationship in the future so we can get more inventory and a wider selection of wines from Runquist."

The Petite Sirah has already racked up considerable accolades in Runquist's home state: it was awarded a Best of Region, Best of Class Gold Medal in the 2007 California State Fair Wine Competition and a Gold Medal in the 2007 San Francisco International Wine Competition.

Since graduating from UC Davis in 1980, Jeff Runquist has been winemaker for Napa Valley Cooperative Winery (St. Helena), J. Lohr Winery (San Jose and Paso Robles), Montevina Winery (Amador County), and began producing wine under his own label in 1986—which he continues to do in addition to being winemaker for McManis Family Vineyards.

Jeff Runquist Wines are not distributed in Washington, so the only place locally to get the 2005 Petite Sirah and the 2004 Indulgence is through Northwest Cellars. Wines are available now via the web site, [www.northwestcellars.com](http://www.northwestcellars.com) <<http://www.northwestcellars.com/>> .

#### **2005 Petite Sirah (Enver Salman Vineyard, Calif.)**

Deep purple in color with exceptionally dense aromas and a long finish, it boasts the depth and richness of a classic Petite Sirah while keeping tannins and astringency in check. Scents of concentrated black fruits are complemented by a rich bouquet, punctuated by a smoky mocha-chocolate character imparted by aging exclusively on French oak.

The texture is rich, creamy, and full of well-rounded tannins.

(Retail, \$29.95 per bottle, 88 cases available)

#### **2004 Indulgence (Ripon, Calif.)**

58% Petite Sirah, 35% Syrah, 7% Pinot Noir

This unique, complex blend has the intensity of Petite Sirah and Syrah, but is softened by the Pinot Noir. Very drinkable right now. Each component wine is an award winner on its own, made by winemaker Jeff Runquist.

(Retail, \$22.95 per bottle, 44 cases available)

**Northwest Cellars** produces and distributes high quality, affordable wines with custom-designed labels. They barrel taste and carefully select the best wines available, then create custom blends. The wines are ideal for special events, hotels, restaurants, private clubs, non-profit fundraisers, and personal, corporate and unique promotional gifts. [www.northwestcellars.com](http://www.northwestcellars.com) <<http://www.northwestcellars.com/>>

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*Cheers!*

**Media Contact:** Lael Carlson  
Randall PR / (206) 624-5757