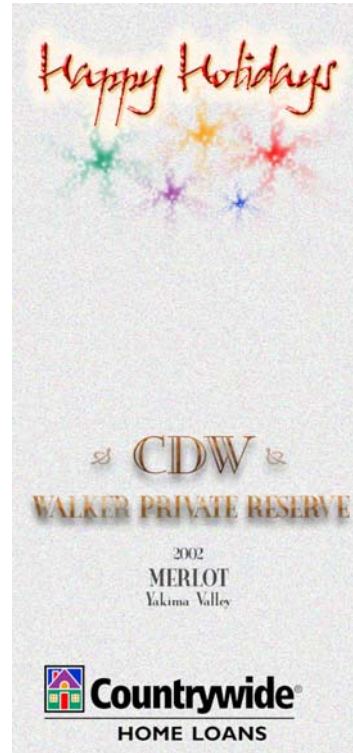
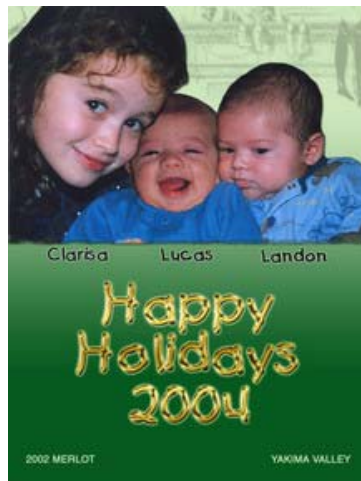


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FOR IMMEDIATE RELEASE



**Personal, Custom-Labeled Wines From Northwest Cellars
Make Great Gifts – and Not Just for the Holidays, Either**

KIRKLAND, Wash. – (November XX, 2005) – With the traditional gift-giving season fast approaching, Bob Delf of Northwest Cellars is gearing up to create memorable and distinctive gift items for businesses and individuals.

“The most important thing about a gift is the thought that goes into it – the most memorable gifts reflect the personality of the giver and the recipient,” Delf says.

This holds true even for corporate gifts. A business gift represents a unique opportunity to cement a relationship and to show that you care about your clients, your suppliers or your employees. Personalized gifts offer the added advantage of a tailored message for recipients.

For example Michael Gates, of D.A. Davidson & Company, created a holiday gift for clients. “I wanted something extra special for holiday gifts for clients who had been with me for many years,” he said.

Rob Johnsen, myLocalWedding.com, used the custom wine as employee gifts last year, "They absolutely loved the wine and I can't wait to do a champagne version for Christmas."

Delf's Kirkland-based company packages and distributes red, white, and sparkling wines with custom-designed labels. The wines sell for between \$12 and \$20 per bottle, plus a setup fee of \$65. The minimum order is 12 bottles.

The current selection:

1999 Oregon Sparkling Wine: *méthode champenoise*, 70% pinot noir, 30% chardonnay, this bubbly has the dry, crisp character of a French brut. It can be enjoyed as an aperitif or with virtually any food. Even crème brûlée!

2003 Cabernet-Merlot: 65% cabernet sauvignon (about half of which comes from Red Mountain, the balance from Columbia Valley), 35% merlot. A wine to drink now or to cellar for 7 to 10 years.

2004 Viognier-Chardonnay: 80% viognier, 20% chardonnay, from the Columbia and Yakima valleys. Lightly oaked, with fruit that explodes in your mouth, it should appeal to a large group of white wine drinkers. Can be enjoyed anytime, with or without food.

Upcoming tastings where the wines available for private label can be sampled:

- ◇ **Thursday, November 10**, 5:00 – 7:00 p.m.
Pete's of Bellevue, 134 105th NE, Bellevue, (425) 454-1100
- ◇ **Saturday, November 12**, 2:00 – 5:00 p.m.
La Cantina Wine Merchants, 826 102nd NE, #700, Bellevue, (425) 455-4363
- ◇ **Thursday, November 17***, 5:00 – 8:00 p.m.
Arista Wine Cellars, 320 5th avenue S, Edmonds, (425) 771-7009
*Same evening as [Edmonds art walk](#).
- ◇ **Thursday, December 8**, 6:00 – 8:00 p.m.
Country Cottage Wines, 23806 Bothell-Everett Hwy #A, Bothell, (425) 481-5444

Northwest Cellars packages and distributes wine with custom-designed labels. They work with several top winemakers in the Pacific Northwest to find the best wine, which is then blended to their specifications. The wine blends are only available for private label through Northwest Cellars, and are ideal for special events and personal, corporate and unique promotional gifts. www.northwestcellars.com

Cheers!

Once a gift has been selected, there are additional ways to enhance its values:

- Take the time to write a personal note to accompany the gift. The proper card establishes the relevance of your gift and personalizes the gift to the recipient.
- Deliver your gift in person, if possible. Your own “live” expressions of congratulations, thanks, or encouragement add significant appeal.
- Although most corporate gifts are exchanged during the Christmas season, it’s also appropriate to give gifts at other times: anniversaries and birthdays, the start (or completion) of a project, a holiday like Thanksgiving or New Year’s.
- On the other hand, timing is everything; if you can’t send your gift within three weeks of the event, it’s probably better not to send it at all.
- And finally, before you embark, you should check with the recipient to make sure you don’t run into a policy limiting the value of corporate gifts.

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