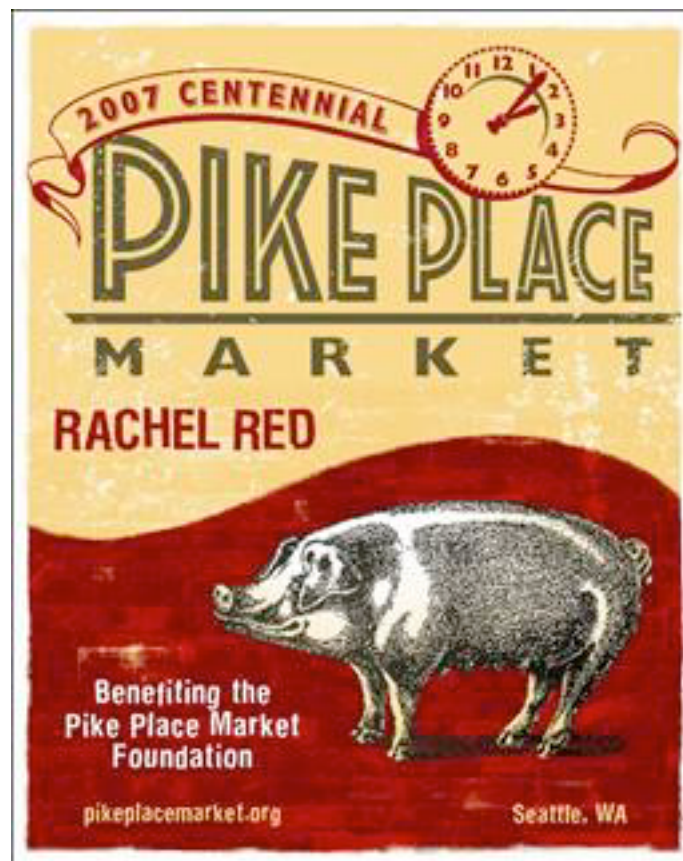


Media Contact: Lael Carlson
Randall PR
(206) 624-5757

FOR IMMEDIATE RELEASE



Raise Your Glass to the Pig!

Northwest Cellars Releases "Rachel Red" for Pike Place Market Centennial

SEATTLE, Wash.—(January 30, 2007)—Spread the word: Pig is the new black. In the Chinese Zodiac, 2007 is the Year of the Pig, March 1 is National Pig Day and Seattle's most popular porker, Rachel the piggybank, makes a picture-perfect ambassador for the Pike Place Market's 100th Anniversary.

In honor of the Centennial, Northwest Cellars has produced "Rachel Red," a blend of Cabernet Sauvignon (51%), Merlot (25%) and Cabernet Franc (24%), a smooth Washington wine with flavors of cherry, spice, vanilla and hints of tobacco, tar and chocolate. A portion of the proceeds from the sale of each bottle will benefit the Market Foundation.

Says Marlys Erickson, the Market Foundation's executive director, "Rachel Red helps us commemorate both the Centennial and Rachel — all in one bottle." Offered throughout 2007, Rachel Red is available through www.northwestcellars.com (\$16.95), as well as at local restaurants and retailers. Vendors interested in carrying the wine should contact Northwest Cellars at (866) 421-WINE.

Named and modeled after a real, 750-pound prize-winning pig, Rachel — created by Whidbey Island sculptor Georgia Gerber and installed in 1986 — the piggybank weighs in at a relatively svelte 550 pounds. Positioned at the south end of the Main Arcade, in front of the famous Pike Place Fish Market, she smilingly encourages visitors from near and far to fill her with loose change, totaling as much as \$9,000 annually for the Market Foundation.

Debbie Campbell, founder and creative director of Tip Top Creative and Market Foundation Board member, says, "Designing the Rachel Red label was the perfect opportunity to give back to one of our very favorite causes."

And, notes Jennifer Day, who designed the label to reflect the complex colors and textures of the Market experience, "Just like Rachel Red, Pike Place Market is aged to perfection."

Remember, "swine" rhymes with "wine": Why roast the pig when you can toast the pig?

Northwest Cellars produces 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 hotels, restaurants, special events and personal, corporate and unique promotional gifts.
www.northwestcellars.com <<http://www.northwestcellars.com/>>

The Pike Place Market Foundation supports services for low-income people in the Pike Place Market, including the Clinic, Preschool, Food Bank and Senior Center. The Foundation also raises funds for public improvements and repairs to the Market's

historic buildings, supports the Market's heritage programs, and helps develop new low-income housing in the Market area.

Oink!

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

Sources:
Bob Delf, Owner, Northwest Cellars
(866) 421-WINE

Marlys Erickson, Pike Place Market Foundation
(206) 774-5246

Debbie Campbell, Founder & Creative Director, Tip Top Creative
(206) 448-3400