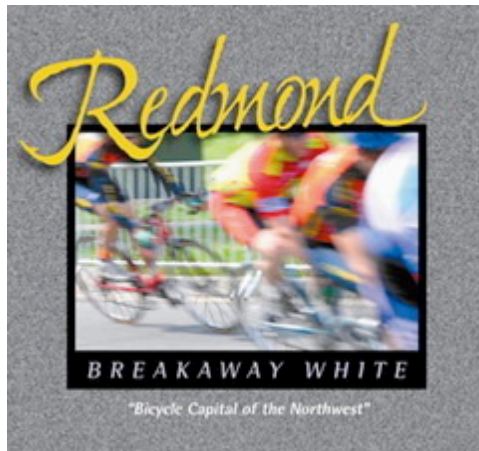
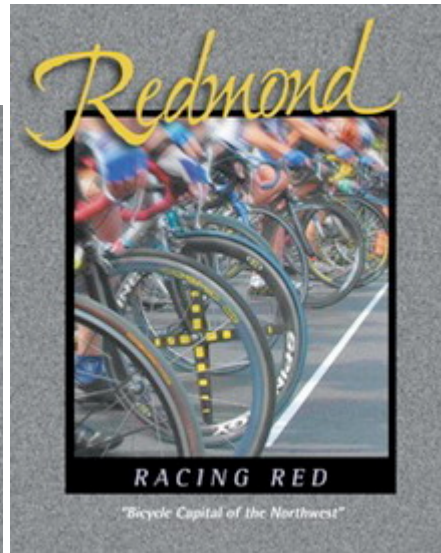
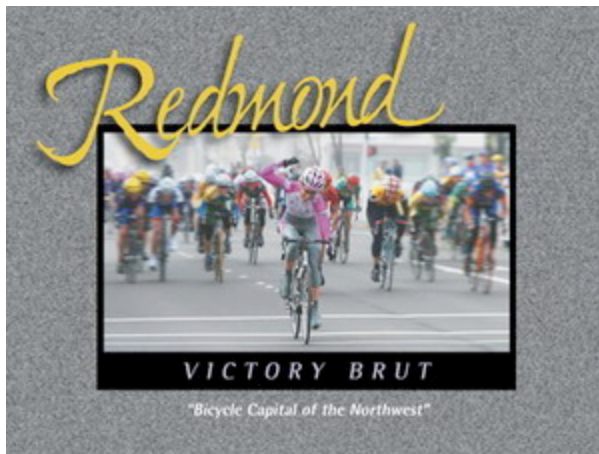


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FOR IMMEDIATE RELEASE



## **Toast Redmond's Cyclists with Three Special Bottles**

### ***Redmond QFC chooses Northwest Cellars Wines***

REDMOND, Wash.—(June 15, 2006)—Mention cycling and people immediately think "Lance Armstrong" and "Tour de France" . . .and Redmond! Dubbed the "Bicycle Capital of the Northwest," the city is home to the nation's longest-running bicycle race (the fast-paced, heart-pounding Criterium), numerous biking trails, Washington State's only velodrome and countless avid cyclists.

In honor of the city's appeal as a cycling destination three wines are now available only at Bella Botega QFC in Redmond, under a unique Redmond label. For each bottle sold, \$1.00 will be donated to Redmond's Derby Days festival.

**Victory Brut**, a crisp Oregon sparkler from Willamette Valley (\$24.99)

**Breakaway White**, a blend of Chardonnay and Viognier from Columbia Valley (\$14.99)

**Racing Red**, a Cabernet-Merlot from Columbia Valley and Red Mountain (\$14.99)

"We congratulate QFC on being a good neighbor and making a generous contribution to Redmond's Derby Days celebration" says Rosemarie Ives, Mayor, City of Redmond.

Jill Thompson, award-winning wine steward and sommelier at QFC in Redmond (8861 161st Ave. N.E., 425-869-8006), worked with Northwest Cellars to create these customized labels. "We love to support our city, and the annual Derby Days event. This wine project is just a natural evolution at Bella Botega QFC."

Thompson was inspired by the success of the custom-labeled Northwest Cellars wine for sale at North Mercer QFC, which featured a Mercer Island label. Click here to view label.

<<http://www.randallpr.com/Mercer%20Island%20Label.jpg>> "The label sells the first bottle, but the wine is what keeps the customers coming back," explains Dee Hitch, wine steward, North Mercer QFC.

Northwest Cellars procures the finest single-grape wines and has several blends crafted each year to their exacting specifications. Bottles are then finished with private, customized labels (your design or theirs), making the wine ideal for the widest possible range of occasions, from fund-raisers to thank-you gifts to weddings and anniversaries. Orders may be as small as a single unmixed case.

When Armstrong noted, "It's not about the bike," he was right: It's about the grapes.

*July 8th is the 66th annual **Redmond Derby Days Summer Festival**, raising funds for everything from holiday decor to school athletic*

equipment. On this day, the nation's longest running bicycle race -- the fast-paced, heart-pounding **Criterion** -- plays out on Redmond city streets. For information, visit [www.redmond.gov](http://www.redmond.gov) <<http://www.redmond.gov/>>

**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) <<http://www.northwestcellars.com/>>

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**Editor's Note:** High-resolution jpegs of the Redmond label are available upon request.

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