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## **Northwest Cellars Wants to Put Your Name on its Bubbles**

### ***Private Label Wine Company Releases a Sparkling Wine***

KIRKLAND, Wash. – (September 16, 2005) – Northwest Cellars, which produces and distributes exceptional wines with custom-designed labels, is adding a bubbly from Oregon to its lineup of premium Northwest wines.

The 1999 Oregon Sparkling Wine, made in the traditional *méthode champenoise* process, has the dry, crisp character of a French brut. It joins a 2004 Viognier-Chardonnay blend from Columbia and Yakima Valley and a 2003 Cabernet Sauvignon-Merlot blend from Columbia Valley and Red Mountain.

The bottles are labeled with custom-designed logos, photographs or other insignia, making them ideal for special events, personal celebrations, restaurant wine lists and corporate gifts.

“For weddings, showers, anniversaries and other special events - if it’s worth celebrating, it deserves your very own champagne!” says Bob Delf, who founded Northwest Cellars a year ago.

Consumers can try the new wines at upcoming release tastings:

- ◇ **Tuesday, October 18**, 4:00 – 6:30 p.m. at Seattle Wine Co.  
1950 130th Avenue NE, Suite 1, Bellevue, (425) 869-0609
- ◇ **Thursday, October 20**, 5:00 – 6:30 p.m. at Esquin Wine Merchants

2700 4th Avenue South, Seattle, (206) 682-7374

Colleen Aylward, president of the Bellevue-based executive search firm Devon James, says she'd been looking for a classy gift that would personalize the company's brand. "Mugs and caps were out! When I heard about the wine, and that it could be private-labeled, I was quite interested. Of course, the tasting was what put me over the top!"

Customers can provide their own label design or ask Northwest Cellars for complimentary design assistance. There is a one-time setup charge of \$65 per label and a minimum order of one case.

Orders are placed by calling Northwest Cellars at 1-866-421-WINE; they will coordinate with your favorite wine shop where you can pick up the wine after it is labeled.

The wines currently available:

**1999 Oregon Sparkling Wine (\$18 - \$21):** *méthode champenoise*, 70% Pinot Noir, 30% Chardonnay.

**2003 Cabernet-Merlot (\$11.50 - \$13):** 65% Cabernet Sauvignon (about half of which comes from Red Mountain, the remainder from Columbia Valley), 35% Merlot.

**2004 Viognier-Chardonnay (\$11.50 - \$13):** 80% Viognier, 20% Chardonnay, from the Columbia and Yakima valleys.

*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 special events and personal, corporate and unique promotional gifts. [www.northwestcellars.com](http://www.northwestcellars.com)*

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EDITOR'S NOTE:

Private Media tasting, **Tuesday, September 27** from 5:30 – 7:00 p.m. at Waterfront Seafood Grill, Pier 70. Light appetizers provided. RSVP to [rsvp@randallpr.com](mailto:rsvp@randallpr.com) or (206) 935-7776. If you are unable to attend the tasting but are interested in wine and label samples please call (206) 624-5757 or write [info@randallpr.com](mailto:info@randallpr.com).

**Source:**  
Bob Delf

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