

FOR IMMEDIATE RELEASE

Northwest Cellars Gives Back During the Season of Giving

Now Through December 31, Winery is Donating 20% of Purchases to Fred Hutchinson Cancer Research Center

KIRKLAND, Wash. — (November 16, 2009) — Northwest Cellars has hit upon a way for customers to both give to a very worthy cause *and* get a head start on their own holiday giving. Purchase Northwest Cellars' wines online or in the tasting room using the coupon code "hutchgala" from December 1st through 31st, 2009, and 20 percent of the total will be donated to Fred Hutchinson Cancer Research Center.

Based in Kirkland, Northwest Cellars produces and distributes high-quality, affordable wines that can either be custom-labeled or are available with Northwest Cellars' own label. Northwest Cellars' wines are highly-regarded by both wine reviewers and clients, and have won many awards. One of their wines was recently featured in *Food & Wine* magazine's holiday guide.

While all of Northwest Cellars' [wines](#) are eligible for the donation program, three award-winning wines will be featured at the Hutchinson Center's premier fundraiser, the Hutch Holiday Gala to be held on Saturday, December 5. The featured wines include:

2008 Adagio [Columbia Valley]

61% Sauvignon Blanc, 39% Chardonnay

Gold 2009 Seattle Wine Awards; Outstanding! Winepress NW

2005 Intrigue [Columbia Valley]

50% Merlot, 28% Syrah, 16% Cabernet Sauvignon, 4% Cabernet Franc, 2% Petit Verdot

90 Points Wine and Spirits Magazine; Outstanding! Winepress NW

2005 Merlot [Yakima Valley]

75% Merlot, 13% Syrah, 12% Cabernet Sauvignon

Double Gold Finger Lakes International Wine Competition; Gold, 2008 Seattle Wine Awards

Says Northwest Cellars' founder Bob Delf, "I can't think of any better way to toast the holiday season. I lost a brother to cancer nearly 10 years ago, so the work they do at the Hutch is personally very important to me."

Charitable giving and the gift of fine wine: Embrace the holiday spirit.

The Fine Print: This donation program applies to retail purchases from Northwest Cellars only, not wholesale. Other wines already designated as having a charitable affiliation, such as Rachel Red or Rescue Red, are exempt from the promotion.

Northwest Cellars is located in Kirkland, Wash. at 11909 124th Avenue NE, and produces high quality, affordable wines with the Northwest Cellars label or a custom-designed label. The custom-labeled wines are ideal for special events, restaurants, hotels, corporate and personal gifts, private clubs, non-profit fundraisers, and regional or community-based projects, as well as special occasions such as weddings, anniversaries, birthdays and grand openings. Let Northwest Cellars help you to uncork the possibilities! Find Northwest Cellars on Facebook under "Northwest Cellars" and on Twitter under nwccellars. For more information visit Northwest Cellars online at www.northwestcellars.com.

About Fred Hutchinson Cancer Research Center

Fred Hutchinson Cancer Research Center's interdisciplinary teams of world-renowned scientists and humanitarians work together to prevent, diagnose and treat cancer, HIV/AIDS and other diseases. Their researchers, including three Nobel laureates, bring a relentless pursuit and passion for health, knowledge and hope to their work and to the world. For more information, please visit www.fhcrc.org.

To Your Health!

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