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### **Washington Hills Introduces Fresh, New Label Design and Innovative Case Shipper that Doubles as a Floor Display Unit**

Seattle, Wash. -- Washington Hills, one of Washington State's founding premium wineries, will sport a new look this fall with the debut of an updated, contemporary label and an innovative case shipper that doubles as a floor display.

"The sophistication of the new package will more closely reflect the quality of the product while remaining true to Washington Hills' heritage as an award-winning Washington winery," explains Precept Brands marketing vice president Alexandra Ootkin.

Precept Brands, Washington State's fastest growing premium wine company, acquired the brand last year from Harry Alhadeff who founded Washington Hills in 1989.

The new label illustrations were created by renowned artist Ian Webster. The new label design features a wood-cut illustration of Mt. Rainier, the majestic 14,000' mountain that is the highest point in the Cascade Mountain range and one of Washington's most famous natural landmarks. The Cascade Mountains are the gateway to Washington wine country. The mountain range divides Washington into two distinct climatic regions, protecting Eastern Washington from Seattle's marine climate and giving Washington, the Columbia Valley, a world-class grape growing region.

#### **Four-Sided Case Shipper**

"Both the new label and shipper are an expression of Washington's Hills legacy as a leader in Washington State winemaking," explains Ootkin. Each side of the case shipper will feature one of four Washington landscapes: majestic Mt. Rainier; the vineyards of the

Columbia Valley; the rolling hills of the Palouse; and Seattle's historic Queen Anne Hill. When placed on the floor four-across, retailers will have the ability to simply build an impactful, contemporary floor display that will remind consumers of Washington State's natural beauty and the Northwest's fresh, contemporary lifestyle.

The new package design will be featured on all Washington Hills 2003 white wines, including a Chardonnay, Riesling, Gewürztraminer, Late Harvest Riesling and a new blended white wine "Rainier White" as well as Washington Hill's 2002 red wines, a Merlot, Cabernet Sauvignon, Syrah and "Rainier Red" a new blended red wine. The new package will be shipping to retailers by August 1. The wines retail for approximately \$9.

Washington Hills case shipments are expected to reach 60,000 in 2004. Precept Brands, founded by former Corus Brands CEO Andrew Browne and a team of wine industry veterans in 2003, expects case shipments of 220,000 in 2004. Other brands in the Precept portfolio include Sockeye, Avery Lane and Shingleback, among others. All of the wines are available nationally.

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