



Ste. Michelle Wine Estates, located outside of Seattle, Washington, has a long and distinguished history that dates back to 1934. Wines under the Ste. Michelle label were first introduced in 1967, and since that time the company has built an impressive collection of premium wine estates in Washington and Oregon. We are committed to delivering incredible wine experiences that capture the quality and authenticity of the Pacific Northwest.

## THESE ARE OUR BRAND STORIES



# STE MICHELLE

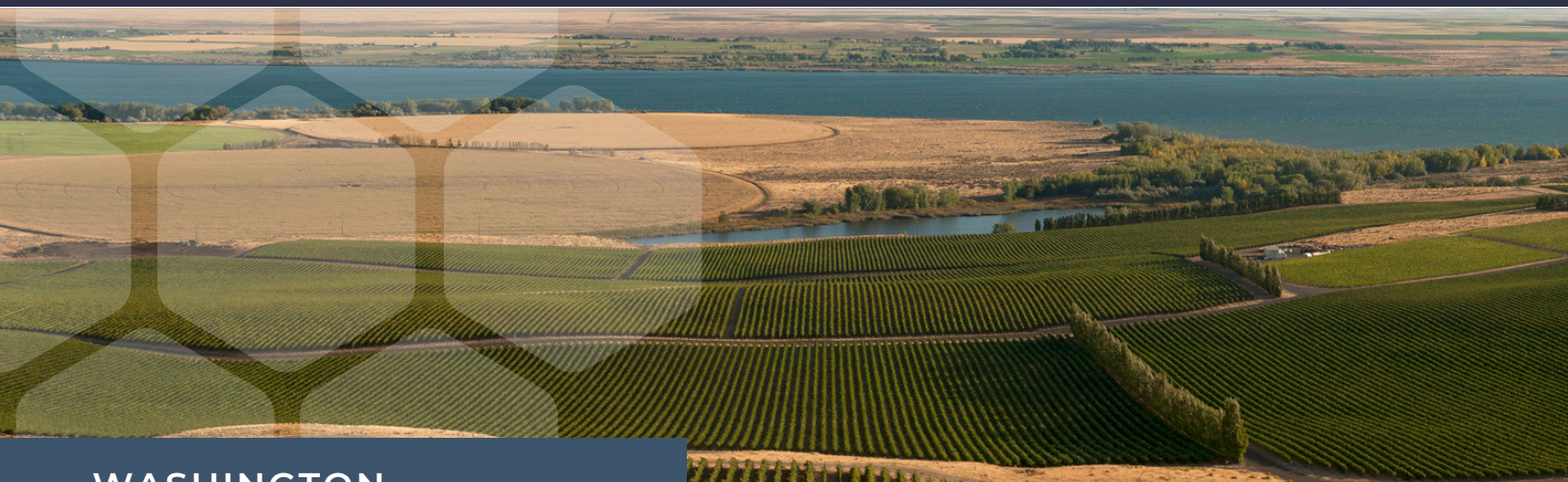
WINE ESTATES



# STE MICHELLE

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# BRAND STORIES



## WASHINGTON

### CHATEAU STE. MICHELLE

Chateau Ste. Michelle founded a wine region and we're not done blazing trails yet. We honor our 55-year legacy of making world-class Washington wine, while taking bold steps to building our future with 2,600 acres of sustainably farmed estate vineyards, state-of-the-art cellar technology and talented, passionate winemaking team led by head winemaker Katie Nelson, with 30-years of Washington winemaking experience. Chateau Ste. Michelle continually strives to delight wine drinkers with an array of wine styles and immersive winery experiences, while staying focused on crafting award-winning, flavorful wines that are the ultimate expressions of Washington state.

[ste-michelle.com](http://ste-michelle.com)

### COLUMBIA CREST

Founded in 1983, Columbia Crest has grown from a small winery in a relatively unknown wine region to one of the most significant wineries in the U.S. and a major force behind Washington state's emergence as a world-class wine region. In 2009, Wine Spectator magazine named the Columbia Crest 2005 Reserve Cabernet Sauvignon the No. 1 Wine in the World on its Top 100 list, the first time a wine from Washington state has received the ranking.

[columbiacrest.com](http://columbiacrest.com)

### 14 HANDS WINERY

14 Hands Winery is inspired by the untamed spirit of the wild horses that once freely roamed eastern Washington, measuring a modest fourteen hands in height (a "hand" equivalent to the width of one's palm). The loamy sand and gravel soils of the Columbia Valley require a strong and determined grapevine, and our vineyards revel this world-class terroir. With the fruit from these hardy vines, we handcraft big, fruit-forward reds and crisp, juicy whites. Like the untamed horses we honor with our name, our wild and wonderful wines pack a lot of character into each bottle.

[14Hands.com](http://14Hands.com)

### LIQUID LIGHT

Light is for established wine drinkers that are seeking balance in all areas of their life – from how they manage family, friends and work, to how they make better choices in what they eat and drink. For them, wine is a core component of how they socially connect in their down time, but it's also an area where they feel they may have to make sacrifices to achieve other goals. But Liquid Light helps them find perfect balance — our wines are full flavored and naturally lower in calories and sugar, ensuring our drinkers get everything they want in the glass of wine without sacrifice.

[liquidlight.com](http://liquidlight.com)



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### DOMAINE STE. MICHELLE

Domaine Ste. Michelle has been making classic sparkling wines from Washington state since 1974. Crafted in the traditional methodé champenoise, Domaine Ste. Michelle sparkling wines are elegant and refined and perfect for any occasion. Produced in three inviting styles, Brut, Brut Rosé, and Extra Dry, each varietal offers delicate aromas and crisp flavors beautifully balanced by refreshing natural acidity.

[michellesparkling.com](http://michellesparkling.com)

### INTRINSIC WINE CO.

INTRINSIC Wine Co. was created to help bridge the gap between the agricultural setting where wine grapes are grown and the urban setting where wine is enjoyed. The inspiration behind the INTRINSIC label came from urban culture and the similarities between street art and winemaking. Both are reflective of the environment around them and are collaborations between artist and landscape. Winemaker Juan Muñoz-Oca used this insight and married it with the incredible quality of tannins in Washington state grapes to push the traditional boundaries of Cabernet Sauvignon in the same way street art pushes boundaries of urban aesthetics. By extracting more from the grape skins, our winemaker believed he could impart more layers and depth to the wine. After years of experimentation and trial and error involving extreme extended maceration, INTRINSIC was born.

[intrinsicwineco.com](http://intrinsicwineco.com) or follow us on Instagram [@intrinsicwineco](https://www.instagram.com/intrinsicwineco).

### H3

H3 is inspired by the wild horses that used to roam the Horse Heaven Hills. Each wine is carefully cultivated to bring out the complex flavors of this rugged landscape. With 90% of our fruit coming from local, family-owned farms, our commitment to this unique part of the world runs deep. H3: Great Taste. Bottled. [H3wines.com](http://H3wines.com) or follow us on Instagram at [@H3wines](https://www.instagram.com/H3wines).

### BORNE OF FIRE

Borne of Fire is a Cabernet Sauvignon and Chardonnay sourced from a remote area in eastern Washington known by locals as "The Burn," named from legends of early settlers who set fire to the land year after year to replenish and rejuvenate the grasslands. Like a phoenix rising from the ashes, Borne of Fire has laid claim to this land that has been torn from within and smothered in flames. Where Earth's torrid past has new meaning and where the grapes grow mighty to produce world-class wines. Borne of Fire is truly reflective of its unique environment that draws from its rich roots to deliver a history you can taste.



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## WASHINGTON LUXURY

### EROICA

Launched in 1999, Eroica is a labor of love for two of the world's great Riesling producers. One from the Old World, Dr. Loosen estate of Germany, and the other from the New World, Chateau Ste. Michelle of Washington state. An intermingling of Old and New World philosophies and techniques enables the crafting an extraordinary Riesling from Washington grapes. Named for Beethoven's Third Symphony, Eroica reflects not only its variety and site, but also its heritage: bold and forward from its Washington roots, elegant and refined from German inspiration. Eroica wines include Eroica Riesling, Eroica Gold Riesling, Eroica XLC Riesling, Eroica Ice Wine, and Eroica Single Berry Select.

[eroicawine.com](http://eroicawine.com)

### NORTHSTAR

Since its inaugural 1994 vintage, Walla Walla's Northstar Winery has produced exceptional, critically acclaimed Merlots from the very best grapes grown in the Walla Walla and Columbia Valleys. Heralded as one of Washington's leaders in producing high-quality Merlot, Northstar has led the renaissance of the varietal, acclaimed as the "number one source for good American Merlot" by The New York Times.

[northstarwinery.com](http://northstarwinery.com)

### SPRING VALLEY VINEYARD

Spring Valley Vineyard is situated 12 miles northeast of Walla Walla, spread amid the picturesque wheat fields of southeastern Washington with the Blue Mountains providing the backdrop. The initial block of Merlot was planted in 1993 on a south-southwest facing hillside. The vines follow the north-south slope of the hills in vertical rows, an orientation that, combined with the declination of the slope, allows the vines to take optimal advantage of air drainage, sunshine, and the reflective nature of the surrounding wheat fields. The names given to the wines are a tribute to the family members who have struggled and succeeded in farming the same land where Spring Valley Vineyard now flourishes.

[springvalleyvineyard.com](http://springvalleyvineyard.com)



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## OREGON

### ERATH

Erath Winery, one of the pioneering wineries of Oregon's Willamette Valley and the region's leading producer of Pinot Noir, has played a major role in establishing Oregon's wine industry and cementing its reputation as a world-class wine region. Now in its fifth decade of winemaking, Erath crafts wines that showcase the distinct character of their diverse vineyard sites and the unique qualities of each vintage.

[erath.com](http://erath.com)

### A TO Z WINEWORKS

In 2002, four Oregon wine friends and industry veterans launched the concept of producing quality Oregon Pinot Noir for a superior value. A to Z's commitment to excellence in winemaking is matched by a belief in fair value and sustainability in business as well as farming to produce consistently well-made wines expressing the Essence of Oregon. A to Z Oregon Pinot Noir has twice been named to Wine Spectator's Top 100 wines of the year; A to Z Oregon Pinot Gris is a perennial "Best Buy"; and A to Z Oregon Chardonnay is "America's Best Selling Oregon Chardonnay."

[atozwineworks.com](http://atozwineworks.com)

### REX HILL

A legacy winery in Oregon's Willamette Valley, has been making elegant Pinot Noir for over 35 years. In 2007, the founders sold REX HILL to the two families behind A to Z Wineworks. Case production was quickly reduced by almost 80% to refine REX HILL wines to be of the utmost quality and distinction. Today, REX HILL is a luxury boutique brand offering special wines made with only the most careful attention to detail. The commitment to superior quality means year-round responsiveness to site, vintage and climate, farming with organic and Biodynamic principles, and careful hand-selection of only the best clusters at harvest.

[rexhill.com](http://rexhill.com)

