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PACIFIC RIM

PACIFIC RIM RIESLING NAMED #1 WINE ENTHUSIAST BEST BUY FOR 2011

3...2...1: Winery Climbs Magazine's Charts for Three Consecutive Years to Take Top Spot

October 6 2011, Richland, WA – Pacific Rim 2010 Riesling has been named the “#1 Best Buy” on *Wine Enthusiast* magazine’s Top 100 list for 2011. The wine is rated 90 points by *Wine Enthusiast* and is available nationwide with a suggested retail price of \$10. This is a particularly remarkable accomplishment because it’s the third consecutive year that a Pacific Rim Riesling has been recognized in the magazine’s top three rankings. In 2010, the winery’s 2009 Riesling was named “#2 Best Buy” with a 92-point rating. And in 2009, its 2008 Riesling Made with Organic Grapes took the “#3 Best Buy” spot, also scoring 92 points.

Winemaker and General Manager, Nicolas Quille, comments: “Our entire team is thrilled by this recognition, and the accolade affirms Pacific Rim’s steadfast commitment to crafting Riesling wines that are among the highest quality in the world. By making world class wines affordable and accessible to a large audience of wine lovers, we hope to bring awareness to Columbia Valley wines and recruit future Riesling zealots in the process.”

Annually, editors at *Wine Enthusiast* select the year’s best value-priced wines for their “Top 100 Best Buys” list. In the past 12 months, *Wine Enthusiast* reviewed more than 16,000 wines and only 1,224 qualified for a best buy rating. The panelists score wines based on the following scale: 98-100, the pinnacle of quality; 94-97, a great achievement; 90-93, highly recommended; 87-89, often good value or well recommended; 83-86, good; 80-82, can be employed in casual or less critical circumstances; and wines that score below 80 are not reviewed. According to *Wine Enthusiast*, if a wine’s score is high in relation to its price, it merits a Best Buy distinction.

About Pacific Rim

Pacific Rim was founded in 2007 and purchased by the Mariani family in January 2011. Pacific Rim is widely recognized as a category innovator and the leading voice of Riesling in the wine industry. The brand crafts ten different Rieslings in ten different styles (from bone dry to medium sweet to dessert sweet . . . and everything in between). Riesling comprises over 90% of Pacific Rim’s annual production. In 2010, Pacific Rim was named the #1 Hot Small Wine Brand of the Year by *Wine Business Monthly* and was nominated for American Winery of the Year by *Wine Enthusiast Magazine*. All vineyards are located in Washington’s Columbia Valley. For more information, visit our Facebook page at www.facebook.com/pacificrimwine or our website at www.rieslingrules.com.