

For Immediate Release:

Dixie Huey, Trellis Wine Consulting, LLC
360.210.5551 tel. | 415.283.7830 mobile
Dixie@trelliswineconsulting.com
www.trelliswineconsulting.com



SWIFTWATER
CELLARS

SWIFTWATER CELLARS ANNOUNCES GROUNDBREAKING IN HISTORIC RESORT PROPERTY, SUNCADIA, AND COLLABORATION WITH WINEMAKER, TONY RYNDERS

Washington's Ultimate Destination Winery to Open Fall 2010

August 17, 2009, Cle Elum, WA Swiftwater Cellars announces groundbreaking of its site near Cle Elum, Washington, a historic town just 90 minutes east of Seattle on the sunny side of the Cascade Mountains. Located in Suncadia, an all-season mountain resort, the winery will be situated atop Coal Mine No. 9 overlooking the Rope Rider golf course and will feature a tasting bar, restaurant, pro shop and special event facilities. Swiftwater Cellars' wines are sourced from select vineyards in the Pacific Northwest and tended to by veteran winemaker, Tony Rynders of Tony Rynders Consulting. They will be released during the winery's grand opening celebration scheduled for the fall of 2010.

Founded in 2007, Swiftwater Cellars is the culmination of the Watts family's 30 year dedication to top quality agriculture. Founder, Don Watts, seasoned entrepreneur and Chairman of Watts Brothers Farming and Frozen Foods of Kennewick, comments, "Our family's vision is to provide a wonderful experience for our visitors, complete with fine wine and warm hospitality in a casually elegant resort setting. We're thrilled to collaborate with Tony Rynders, who has a proven track-record for crafting fantastic wines. And excited to showcase some of our fruit from the Zephyr Ridge vineyard we've been tending since 1994."

Swiftwater Cellars' boutique selection of wines will include inaugural releases of red and white Bordeaux blends and Syrah sourced from the Columbia Valley, and a Pinot Noir from Oregon's Willamette Valley. For winemaker Tony Rynders, flexibility in sourcing is critical: "The Watts family has been farming Zephyr Ridge vineyard for 15 years and well understands the link between high quality fruit and fine wine. We are blending the best of both worlds, combining our estate fruit with other top vineyard sources in Oregon and Washington to showcase what the Pacific Northwest has to offer". The wines are currently produced at Artifex in Walla Walla, Washington, and will be made at the winery beginning with the 2010 harvest.

"Swiftwater Cellars is a very exciting addition to Suncadia, and we anticipate it will become a

For Immediate Release:

Dixie Huey, Trellis Wine Consulting, LLC
360.210.5551 tel. | 415.283.7830 mobile
Dixie@trelliswineconsulting.com
www.trelliswineconsulting.com



SWIFTWATER
CELLARS

beloved addition for residents and guests,” said Tom Luersen, senior vice president of Suncadia. “We are very pleased to see the Watts family continue to invest in the community and build upon the spirit of family and legacy that we value.”

In addition to the blend of fine wine, upscale amenities and warm family hospitality, visitors will appreciate the area’s history. The winery site housed Coal Mine No. 9, which operated there from 1930 to 1963. The neighboring town of Roslyn, most known today as the filming location for *Northern Exposure*, was founded in 1886 -- three years before Washington State was admitted to the Union. It was home to a diverse mix of pioneering nationalities who contributed a rich local tradition. Businesses such as Owen’s Meat Market and The Brick Tavern, founded in 1885 and 1889, respectively, are still operating. Swiftwater Cellars looks forward to becoming a part of this historic community.

A groundbreaking ceremony open to the local community and guests of Suncadia is scheduled for Friday, August 21 at the future winery site. Those interested in having access to the first releases and receiving news and updates are encouraged to register on www.swiftwatercellars.com.

About Swiftwater Cellars: Swiftwater Cellars will showcase premier wines in a casually elegant historic resort destination. Founded in 2007, it is the culmination of our family’s 30 year dedication to top quality agriculture and desire to offer visitors a rich winery experience. Swiftwater Cellars’ boutique collection of wines is sourced from select vineyards in the Pacific Northwest and tended to by acclaimed winemaker, Tony Rynders. Nestled in Washington’s Cascade Mountains in historic town of Cle Elum, the winery is home to the former Coal Mine No. 9 in the Suncadia resort. Swiftwater Cellars features an array of activities including dining, golf and events. Join us at www.swiftwatercellars.com. *The Watts Family*

About Tony Rynders: Tony Rynders is the premier wine making and grape growing consultant for ultra premium wineries in the Pacific Northwest. With over 20 years of experience making wine in Oregon, Washington, California, Italy and Australia and a Master's Degree in Viticulture and Enology from U.C. Davis, he brings strong viticultural and winemaking expertise to Swiftwater Cellars. www.tonyrynders.com.

About Suncadia: Located 90 minutes east of Seattle in the Cascade Mountains, Suncadia is a world away from the hustle and bustle of the city. The certified Built Green resort community features 50 miles of hiking and biking trails, two award-winning golf courses and one under construction, two restaurants, two bars, a swim and fitness center, skating rink, outdoor amphitheater and Washington’s first destination spa. Suncadia is owned by subsidiaries of JELD-WEN inc., PacTrust and Lowe Enterprises, Inc., and is operated by Destination Hotels & Resorts, a subsidiary of Lowe Enterprises, Inc. Visit www.suncadia.com or call Wendy Ogunsemore, Richmond Public Relations, at 206.682.6979.