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**FOR IMMEDIATE RELEASE**

**A RETURN TO CLASSIC**

*Domaine Ste. Michelle Returns to the forefront of Michelle Sparkling wines*

(Woodinville, Wash – October 6, 2017) **Domaine Ste. Michelle** recently released a refreshed package for its sparkling wines returning to its classic roots. The new packaging celebrates Domaine Ste. Michelle’s nearly 40-year tradition of crafting distinctive sparkling wines from Washington state. Domaine Ste. Michelle sparkling wines include a Brut, Brut Rosé and Extra Dry available nationwide for the suggested retail price of \$13. Domaine Ste. Michelle also offers Luxe, a winery only release vintage sparkling wine (\$23) available in the tasting room at Chateau Ste. Michelle.

Winemaker Paula Eakin continues to craft the wines in the traditional *méthode champenoise style*. Premium grapes are sourced from vineyards in Washington state’s Columbia Valley.

“Eastern Washington’s dry, warm climate and cool night time temperatures produce balanced flavorful grapes with crisp acidity, which is critical for quality sparkling wine,” says Eakin. “Our growing conditions and northerly latitude produce sparkling wines with delicate aromatics and flavors.”

Predominantly a blend of Chardonnay, the **Brut** features delicate flavors of green apple and citrus with vibrant acidity. The **Brut Rosé** is a medium-dry wine made of Pinot Noir and Pinot Meunier, with soft impressions of ripe strawberries, apple and citrus. The **Extra Dry** is a slightly sweeter style with delicate aromas of orange and lemon zest revealing flavors of apples and pears.

“We hope that the new label changes will convey the premium quality of the wine that remains true to the style and tradition of Domaine Ste. Michelle,” said Heather Wallace, Marketing Manager. “The new design features rich details and updated colors, returning to the equity in the Domaine Ste. Michelle brand. We believe that Domaine Ste. Michelle is a classic and refined sparkling wine, perfect for any occasion.”

For more information visit our website at [michellesparkling.com](http://michellesparkling.com) or our Facebook page at [facebook.com/MichelleSparkling](https://facebook.com/MichelleSparkling)

**About Domaine Ste. Michelle**

Domaine Ste. Michelle is the largest producer of sparkling wine in Washington state. The winery has been crafting traditional French-style sparkling wines using premium grapes from Washington state’s Columbia Valley since 1978. Crafted in the traditional *méthode champenoise*, Domaine Ste. Michelle sparkling wines have delicate varietal aromas and flavors that are beautifully balanced by the fruit’s natural acidity. Domaine Ste. Michelle sparkling wines include Brut, Brut Rosé and Extra Dry and are available nationally with a suggested retail price of \$13. Domaine Ste. Michelle also offers Luxe, a winery only release vintage sparkling wine (\$23).