



Pioneering Legacies

Chateau Ste Michelle®

WASHINGTON'S FOUNDING WINERY



THE STORY OF *Hollywood Farm*

FINDING HOLLYWOOD

In the late 1800s, Frederick Spencer Stimson traveled to the Seattle area with his brother, Charles, in search of his family's next great source of timber. Trees were becoming scarce in the Great Lakes region, where the Stimson family owned a successful logging enterprise, so the tree-laden Pacific Northwest beckoned. Soon, Frederick and Charles relocated their families to the young city of Seattle and built several family lumber mills that became instantly successful. Once settled, they ventured outside the city pursuing their interests in hunting and fishing. After frequent visits to what is known today as Woodinville, Frederick fell in love with the area, purchased the property on which Chateau Ste. Michelle sits today and from there an amazing success story unfolds.



WASHINGTON STATE HISTORICAL SOCIETY, TACOMA, WA

A panorama of the Stimson estate, circa early 1900s.

The Stimson Vision

For reasons that still remain a mystery, Frederick Stimson became highly interested in the Holstein cow as a producer of superior milk for infants and set out to build a first-class dairy farm. He created an innovative, modern dairy that employed scientific methods of management, stringent quality controls, and direct marketing techniques, allowing consumers to afford the best, most pure milk. Built in 1910, Stimson's Hollywood Farm began as 200 acres of stump land in an area called Derby. It eventually grew to 600 acres and included a world-class dairy with test barns, laboratories and silos, and housed large numbers of chickens and pigs. It was soon recognized as one of the best dairy farms in the country and everyone who visited Hollywood Farm marveled at the state-of-the-art, nearly self-sufficient estate. It included a long,

paved, gated driveway along which Stimson planted hundreds of holly trees, thus the name Hollywood Farm. A carriage house with an apartment for the family driver, lighted tennis courts, a laundry, a power plant, cook and bunkhouses, and trout ponds were all part of the farm. And of course, there was a beautiful house in which the family resided when they left their stately home in Seattle to experience the wonders of the country.



Eventually, Stimson had the brilliant idea of marketing farm products directly to the people of Seattle at a farm-owned retail store in the city. Hollywood Farm products were transported from the farm near Woodinville to the Hollywood Farm City Store in the Westlake and Pine area of Seattle. There, the Stimsons featured a dinette that served the farm's dairy products, and locals and tourists alike patronized the popular location.



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The Hollywood Farms Milk Truck delivers certified milk to the people of Seattle.

WINERY TIMELINE

1871

Missionaries and French fur traders bring *vinifera* plants to eastern Washington and teach Native Americans how to irrigate the Yakima Valley.

1875-1919

Experimental plantings of *vinifera* (European) and *labrusca* (native) grape varieties appear throughout the Yakima Valley.

1910-1912

Hollywood Farm is established northeast of Seattle by lumber baron Frederick Stimson. Chateau Ste. Michelle is now located on the estate.

1919-1933

The Era of Prohibition.

1934-1935

NAWICO (National Wine Company) founded in Seattle and Grandview. Pommerville founded in Seattle. Companies later merge to ultimately become Chateau Ste. Michelle.



The Hollyhock Farms "banquet in the dairy," demonstrating its cleanliness.

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Nellie's Contribution

Frederick Stimson was a man of energy and vision. His wife, Nellie Stimson, was equally active and participated in the running of Hollywood Farm at a time when very few women had connections to the business world. She was an entrepreneurial force in her own right and was passionate about flowers. She oversaw the raising of carnations, orchids, roses and other flowering plants in her nine commercial greenhouses. Nellie, like her husband, wanted to employ the newest technology and most scientific methods so the buildings were constructed of steel and concrete and utilized advanced systems of ventilation and fertilization for conducting crossbreeding experiments. Soon, like their dairy products, flowers were directly marketed to the people of Seattle in a store named Hollywood Gardens. It was located at the corner of Second Avenue and Pine Street and from there she shipped flowers as far away as Alaska and Hawaii. She is even rumored to have pioneered the idea of home delivery, employing bicyclists to deliver flowers to people's doors!

The Manor House

Nellie is also credited with designing the Stimson family farm residence, known today as the Manor House. According to family lore, when asked about her wishes for the home, Nellie grabbed a piece of butcher paper and drew up the floor plans. The Manor House is a fine example of early 20th century craftsman-style architecture that includes many elements of the bungalow design. They chose these relatively unadorned styles making it different from most other farm estate homes of the period. Because they didn't want their home isolated from



Nellie Stimson standing in front of the Manor House she designed.

WASHINGTON STATE HISTORICAL SOCIETY, TACOMA, WA

the farm they placed it close to the buildings believing the real beauty of the house would come from territorial views out the large picture windows at the front of the house. The home had six bedrooms for family and guests, including quaint sleeping porches and four additional rooms serving as domestic's quarters. Fireplaces were of original river rock, including one in the living room, which was reportedly large enough for a man to stand in. The home also included a library, a breakfast nook, and a sunroom, which housed a noisy parrot. On the grounds Nellie Stimson created beautiful estate gardens, which came to be known as some of the prettiest private gardens west of the Mississippi. Around 1918, the Stimsons and their three children moved permanently to their farm residence when Frederick, in declining health, was advised by his doctor to retire and move to the country.

WINERY TIMELINE

1951

NAWICO begins planting vinifera grapes in the Columbia Valley. Grenache is first variety planted.

1954

NAWICO and Pommerelle merge to form American Wine Growers, the largest winery in the state.

1965

American Wine Growers plants first White Riesling in the Yakima Valley.

1967

American Wine Growers launches "Ste. Michelle Vintners" wines, under direction of legendary California winemaker and consultant Andre Tchelistcheff. Cabernet Sauvignon, Pinot Noir, Grenache Rose and Semillon are produced.

1972-1973

Cold Creek Vineyard planted, starting with Riesling and Cabernet.

Community Involvement

In addition to running one of the most sophisticated dairies in the country, Frederick and Nellie Stimson found time to promote causes they cared deeply about. Frederick founded the Hollywood Fresh Air Farm that provided undernourished and impoverished city children with a two-week experience at Hollywood Farm so they could breathe country air and eat nutritious dairy foods. Together they were instrumental in founding and contributing to many Seattle charities including Children's Hospital, The University of Washington, and The Seattle Symphony. Everything the Stimsons did reflected the powerful combination of scientific innovation and social conscience that defined their age, class and characters.

Changing Legacies

Frederick Stimson died in 1921 at the young age of 54. His son, Harold, inherited the farm and attempted to preserve its emphasis on quality products and direct marketing to consumers. Even though he and his mother continued to live on the farm for almost another 10 years and to cultivate crops, the farm was never the same. The Stimsons sold the farm in 1931. Not much is known about what happened on the farm site for the next decade of interim ownership, but apparently parts of it were leased out for various farming operations. There are fairly well substantiated rumors that the Manor House, once home to elegant farm dinners and visits from dignitaries, was used as a Speakeasy during Prohibition. But no matter its end, no one can dispute that for a time Hollywood Farm was one of the most dynamic, innovative, productive and beautiful farming estates of its time.

The MacBride Era

In 1943, Philip and Frances MacBride purchased the majority of the farm, including the Manor House. When they first viewed it as a prospective residence, they found it in terrible disrepair. This was some ten years after the Stimsons sold it and in that time windows were broken, brambles grew throughout the house and pipes that provided heat and water had been torn out. But once they were the proud owners, Mrs. MacBride worked tirelessly to restore the home. She had it painted, changing the color from dark brown to off-white, and hired designers to rework the three fireplaces. Mrs. MacBride is also credited with adding the bookshelves found in the library, which served as her den, and employing decorators to refurbish the upstairs bedrooms. Mrs. MacBride had a penchant for more exotic flora than Nellie Stimson and many of the more dramatic plantings found on the Chateau grounds today date to her period as gardener.

Because of the war, the MacBrides wanted the land to be self-sufficient. They quickly restored the surrounding overgrown gardens by planting fruit trees and a vegetable garden and even by building a greenhouse, which is still standing to the west of the Manor House. They also raised beef cows and exotic birds and it is rumored that the male peacock seen parading around the Chateau grounds today is descended from the MacBride family peacocks.

Mrs. MacBride lived on the Hollywood Farm property until her death in 1972, at the age of 85. Her family sold the property to Ste. Michelle Vintners, who began breaking ground for a new winery in 1974, and opened to the public in 1976. Today, Chateau Ste. Michelle makes world-class wines on the site of the old Hollywood farm, carrying on the rich traditions of pioneering vision, quality and community first established by the Stimson family in the early 20th century.

THE STORY OF Chateau Ste. Michelle

IN THE BERRY BEGINNING



The Pommerelle NAWICO Wines Truck delivers wine to the people of Seattle.

Chateau Ste. Michelle's roots, so to speak, are in wines made from fruits other than grapes. To really understand the amazing journey hearken back, not to 1976 when Chateau Ste. Michelle opened in Woodinville, but all the way back to the 1930's when two

small companies separately began making Washington state's first wines. When Prohibition was repealed in 1933, interest in commercial wine making in Washington state led almost immediately to the establishment of two Seattle wine companies: The National Wine Company (NAWICO) and The Pommerelle Wine Company. They produced mostly fruit wines, like blackberry, loganberry, and currant that were sold primarily in local grocery stores. Laws in Washington state protected these wines from any significant competition from California or other wineries, so little happened to change their popularity for many years.

WINERY TIMELINE

1974	1975	1976	1976	1978	1984
<i>The winery's 1972 Johannisberg Riesling wins the now-famous blind tasting of nineteen White Rieslings sponsored by the Los Angeles Times. Winery catapulted into national spotlight.</i>	<i>Chateau Ste. Michelle harvests its first Chardonnay grapes.</i>	<i>Chateau Ste. Michelle's "chateau" opens in Woodinville. Label changes from Ste. Michelle Vintners to Chateau Ste. Michelle to reflect new facility.</i>	<i>Chateau Ste. Michelle harvests first Merlot grapes.</i>	<i>Stimson estate and gardens are listed on the National Register of Historical Places.</i>	<i>Columbia Valley Appellation is approved by the federal government.</i>

Combined Efforts

In 1954, Pommerelle and NAWICO merged to become American Wine Growers, forming the largest winery in the state. The new company retained the Pommerelle and NAWICO brands and continued, for some time, to produce mostly berry wines. But America's interest in table wines was growing, as was the belief that Washington state was well suited to produce more sophisticated wines.

In the mid-1960's, a very important transition began emerging. Research projects conducted by Washington State University of-

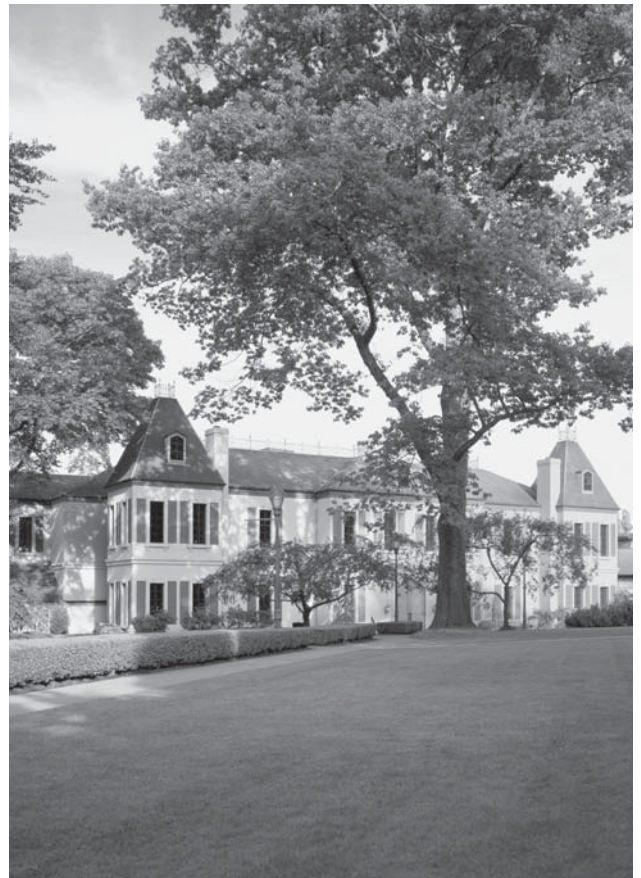


fered promising information about growing European grape varieties (vinifera) in eastern Washington. American Wine Growers began experimenting by making wines from vinifera varieties such as Grenache and these early efforts were met with praise from the greater wine community. Prominent wine writers and consultants, including legendary California winemaker and consultant Andre Tchelistcheff, encouraged expansion of vinifera wines and excitement about

Washington state wines grew right alongside the newly planted vines. Winemakers continued experimenting with other grapes including Semillon, Cabernet Sauvignon, Pinot Noir and Riesling that showed great promise. The results were so good that American Wine Growers shifted its entire focus from fruit wines to viniferous varieties. Today, Chateau Ste. Michelle is known for producing excellent Riesling, Merlot, Cabernet Sauvignon, Chardonnay and other world class wines.

Opening of the Chateau

To reflect its determination to make wines capable of competing with the best from around the world, American Wine Growers changed its name to Ste. Michelle Vintners. In 1974, its Johannisberg Riesling won a gold medal in a competition against some of the best Rieslings from California and Germany. The upstart Washington state winery was on the map! With its newly found fame and rapid growth came the need for a new home. In 1976, along with another name change, Chateau Ste. Michelle opened its doors on the grounds that once encompassed a thriving, innovative dairy farm.



The Chateau Ste. Michelle Winery today.

The opening of Woodinville's new winery was met with great excitement throughout the Northwest. A beautiful tasting room and guided winery tours made a visit to Chateau Ste. Michelle the quintessential educational experience. Since its original construction, the facility has expanded to include a larger retail area, banquet facilities, and a larger oak aging room.

WINERY TIMELINE

1989

Chateau Ste. Michelle is named "Best of the Best" wineries by Wine & Spirits Magazine. The winery goes on to earn "Winery of the Year" honors from the magazine 11 times (as of 2006).

1990

Washington's wine industry boasts 11,000 acres of vinifera vines and 80 wineries.

1991

First vines planted at the winery's vineyard at Canoe Ridge Estate.

1993

Artist Series is launched, a Bordeaux style wine featuring labels depicting artwork by renowned artists. Acclaimed Northwest glass artist Dale Chihuly is first artist featured.

1994

Chateau Ste. Michelle's Canoe Ridge Estate red winery near Paterson, Washington opens for harvest.



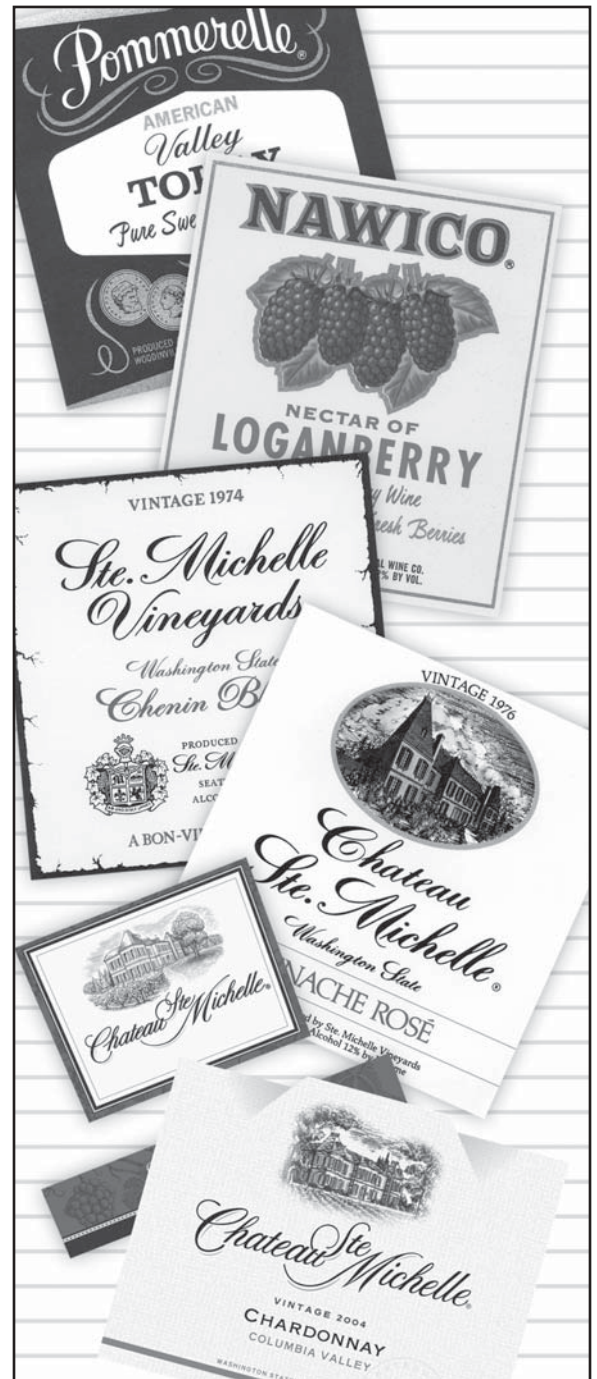
THE GROWTH OF

Washington Viticulture

As the winery grew, so did recognition for the increasingly top quality wines being produced in Washington state. In 1984, Chateau Ste. Michelle led the way in obtaining federal recognition of the Columbia Valley in eastern Washington as a unique wine growing region or American Viticulture Area (AVA). Today, Chateau Ste. Michelle owns 3,400 acres of premier vineyards in the Columbia Valley, including Cold Creek, Canoe Ridge Estate and Horse Heaven vineyards. The Columbia Valley's warm, sunny days, cool evenings and low rainfall create ideal conditions for growing high quality wine grapes.

Continuing Legacy

By focusing on quality Washington fruit and melding Old World winemaking tradition with New World innovation, Chateau Ste. Michelle continues to make a name for itself, as well as for the state of Washington, as one of the premier wine regions in the world. *Wine Enthusiast* Magazine named Chateau Ste. Michelle "American Winery of the Year" in 2004 in recognition of excellence and contributions to the industry. Today, Chateau Ste. Michelle proudly builds on its pioneering legacy with modern viticultural research and innovative winemaking practices to make wines of the finest quality from Washington state.



WINERY TIMELINE

1998

Chateau Ste. Michelle announces partnership with famed Tuscan winemaker, Piero Antinori, on an international-style red wine, Col Solare.

1999

Construction begins in Woodinville on a new barrel room for the all-white wine facility.

1999

Chateau Ste. Michelle partners with renowned German winemaker, Ernst Loosen, for a new ultra-premium Riesling, Eroica, and prized dessert wine, Single Berry Select.

2004

Chateau Ste. Michelle is named "American Winery of the Year" by *Wine Enthusiast* Magazine.

2005

Restaurant Wine Magazine names Chateau Ste. Michelle "Winery of the Year 2005."

2006

Washington state is the second largest wine region in the United States and home to more than 400 wineries and 30,000 acres of wine grapes.

