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Media Contact: Lori Randall

Randall Public Relations
(206) 624-5757
e-mail: lori@randallpr.com

Austin Robaire Vintners Voted as WAVE Winery to Watch

*First Annual Washington Arriving Vintners Event (WAVE) Announces
2003 Consumers' Choice Award*

SEATTLE, WA--(March 19, 2003)-- They have arrived. The new wave of Washington winemakers were formally introduced to the press, industry members and consumers at the Washington Arriving Vintners Event (WAVE), an exciting "coming out" tasting, last night Tuesday, March 18, at Experience Music Project. Happy crowds of wine enthusiasts attending the tasting voted for their favorite winery, selecting Austin Robaire Vintners as the 2003 Consumers' Choice WAVE Winery To Watch.

"We were delighted just to be part of WAVE because it provided an opportunity to present not only our wines, but to show-off the overall quality emerging from Washington's young wineries," said Austin Robaire's winemaker, Ron Yabut. "We are especially honored to have been selected as the Consumers' Choice Winery and expect WAVE to be a 'must attend' tasting in the years to come."

WAVE is an annual event that showcases Washington vintners whose first commercial vintage was released within the last two years. It is the brainchild of Randall Public Relations, a PR firm specializing in wineries and restaurants. "The wine industry in Washington has become a 2.4 billion dollar industry with a new winery opening every 18 days," says Lori Randall. "The new guys could easily get lost in the shuffle - so we created an annual event to help draw attention to them."

"WAVE was a big success as far as we're concerned," said Victor Cruz, of Columbia Valley's Canon de Sol Winery. "This is exactly the type of exposure we need in these critical early years of production."

Collectors considered the event a peek into the future, buying bottles and cases in advance of these wines becoming well known and expensive. This service, provided by Wine Valet™, allows consumers to order wines for later delivery to their homes or offices by local Seattle wine retailer, Esquin Wine Merchants.

"WAVE's a terrific opportunity for new winemakers to introduce their products to consumers and for us in the industry to welcome them into our wine family," says Stacie Jacob of the Washington Wine Commission.

Proceeds from WAVE went to the Boomtown Cafe, a non-profit restaurant that serves affordable food in a safe and dignified atmosphere in the downtown urban core of Seattle.