



## **Yakima's Two Mountain Winery Launches Re-Branding Effort**

*Rawn Brothers Take Winery in Fresh Direction with New Label Design for Spring Release*

**Zillah, Wash. – (April 1, 2008)** – Brothers Matthew and Patrick Rawn may be the third generation of farmers to work their family land in the Rattlesnake Hills of Yakima Valley, but they have a distinctly progressive vision for their business, Two Mountain Winery. The small family winery produces 3,000 cases annually, but is poised for growth under the leadership of the brothers who believe great wine is the result of the perfect blend of elegance and fun.

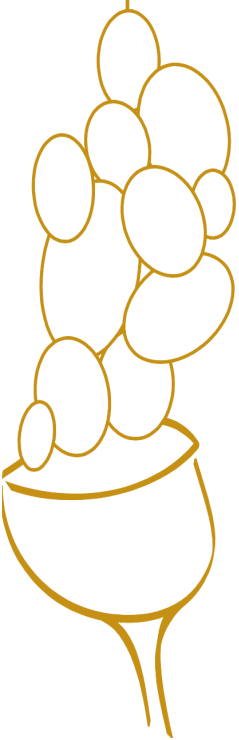
After purchasing Two Mountain Winery and Estate Vineyard from their late uncle's estate in 2006, the brothers set out to put their own fingerprint on the family business by launching a new look for their classic, hand-crafted varietal wines. The winery recently introduced a new logo and re-designed wine label, with a new website soon to follow. With the release of four new spring wines today, Two Mountain Winery's old label is now officially retired.

"Our wines are a juxtaposition between classic and modern, casual and elegant," said Patrick Rawn, who serves as general manager and oversees vineyard operations for Two Mountain Winery. "Visitors to our tasting room may enter as guests, but they'll leave as friends. We feel our new wine label better reflects our laid-back personality, classic approach to winemaking and fun, approachable wines."

Inspired by majestic Mt. Rainier and Mt. Adams that form the breathtaking backdrop of Two Mountain's 26-acre estate vineyard, Matthew Rawn has served as winemaker and vineyard manager for the winery since its inception in 2002. The winery currently produces eight varietal wines and a red blend, with the majority of grapes sourced from Two Mountain estate vineyard.

"We take winemaking very seriously, but Patrick and I have a blast doing what we love," said Matt Rawn, Two Mountain's winemaker. "Our wines are worth saving for that special occasion, but are accessibly priced for a casual dinner with family and friends."

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Two Mountain's spring releases include a 2007 Yakima Valley Off-Dry Riesling (\$13 SRP), a 2005 Yakima Valley Cabernet Franc (\$30 SRP), a Rattlesnake Hills Hidden Horse Red Table Wine (\$15 SRP), and the first release of Yakima Valley Tribute (\$54 SRP), a special non-vintage red blend honoring Two Mountain's founder Ron Schmidt.

Two Mountain's Fall 2007 releases included a 2005 Yakima Valley Chardonnay (\$18 SRP – sold out), a 2004 Yakima Valley Syrah (\$22 SRP), a 2004 Yakima Valley Merlot (\$20 SRP), a 2004 Yakima Valley Cabernet Sauvignon (\$25 SRP) and a 2004 Yakima Valley Reserve Cabernet Franc (\$30 SRP) and a 2005 Rattlesnake Hills Lemberger (\$16). The winery also releases a Dry Rosé annually in June.

The public can sample Two Mountain wines at Taste Washington, held at Qwest Field Event Center in Seattle on April 6. Two Mountain will also hold a public Pre-Barrel Tasting event at its tasting room in Zillah, Wash. April 19-20, followed by the annual Spring Barrel Tasting in the Yakima Valley event April 26-27.

Matthew and Patrick are involved in every aspect of the winemaking process, from the grapes to the glass. The brothers' friendly "wine dogs" greet visitors at the door of the tasting room and a bucket of chalk is available to keep kids entertained while their parents talk about "grown-up grape juice." The winery also offers a full calendar of public tasting events, as well as unique "Winemaker for a Day" and "Vineyard Crew" experiences that allow guests to partake in the Two Mountain winemaking process.

Two Mountain wines are available in specialty retail stores and restaurants throughout Washington state, and will soon be distributed in five major metropolitan U.S. markets and Japan. Two Mountain wines are renowned for their tremendous value, offering exceptional quality at an accessible price point.

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### **About Two Mountain Winery**

Nestled in the Yakima Valley wine region of Washington state, Two Mountain Winery produces approachable, handcrafted wines that are worth saving for that special occasion, but are accessibly priced for a casual dinner with family and friends. Established in 2002, Two Mountain is a family-owned operation that draws on the experience of three generations who have farmed the rich soil of the Yakima Valley. Brothers Matthew and Patrick Rawn own and operate the winery and estate vineyard, overseeing every aspect of the winemaking process from the grapes to the glass. Inspired by majestic Mt. Rainier and Mt. Adams that form the breathtaking backdrop of Two Mountain vineyard, our award-winning wines are a reflection of the perfect climate in which they were grown. Two Mountain Winery is open President's Day Weekend through November, from 10 a.m. – 6 p.m. daily. Learn more about our wines, view our calendar of tasting events and join our Friends and Family Wine Club at [www.twomountainwinery.com](http://www.twomountainwinery.com).

**Editor's Note:** High-resolution logo and wine label artwork available upon request

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