

POWERS



2009
CABERNET SAUVIGNON
COLUMBIA VALLEY

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BILL POWERS has grown some of Washington State's finest wine grapes for 30 years. During that time, he and his son Greg have pioneered innovative, low-impact farming practices and cultivated strong partnerships with other top vineyards. Their dedication showcases the amazing diversity, quality and value of wine from the Columbia Valley. As a symbol of Bill's indelible mark on Washington State viticulture, you will find his fingerprint and silhouette on every bottle.



PRODUCED AND BOTTLED BY POWERS WINERY
KENNEWICK, WASHINGTON 99338
www.powerswinery.com

GOVERNMENT WARNING: (1) ACCORDING TO THE SURGEON GENERAL, WOMEN SHOULD NOT DRINK ALCOHOLIC BEVERAGES DURING PREGNANCY BECAUSE OF THE RISK OF BIRTH DEFECTS. (2) CONSUMPTION OF ALCOHOLIC BEVERAGES IMPAIRS YOUR ABILITY TO DRIVE A CAR OR OPERATE MACHINERY, AND MAY CAUSE HEALTH PROBLEMS.

CONTAINS SULFITES 750 ML
ALC. 14.0% BY VOL.



For Immediate Release

Powers Winery unfurls elegant new label

KENNEWICK, Wash., April 11, 2012 – Powers Winery today began release of a stylish new label design. Its tone is classically understated with textured white paper. The front is anchored by an illustration of a vine leaf embossed with the thumbprint of founder Bill Powers, and the back features a silhouette of Powers tending his vineyard.

"This imagery is a tribute to the indelible mark that Bill has made on Washington State viticulture," said winery co-owner and sales director Mickey Dunne. "He is a pioneer of our regional wine industry, and the first person in the state to obtain organic certification for his estate vineyard. As such a central figure, he needs to be central to our packaging."

The new design reflects input from trade partners, media, customers and staff. It is the work of Seattle-based WhizBang Studio, which will assist with complementary adaptations to the brand website and other marketing and sales materials.

Established in 1992, Powers Winery has been recognized as a "rising star" by *Wine Spectator* magazine, and as one of the best Cabernet producers in the United States by *Wine Enthusiast*. This proven quality is built on a comprehensive approach to sustainability. The Powers team believes in responsible behavior toward the land, employees, grape-grower partners, and the wider community. Plus, whether a single-vineyard Reserve or a blend from multiple fruit sources, Powers wines always offer exceptional value.

For more information, visit www.powerswinery.com or contact Mickey Dunne at 800.643.9463.

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