

FOR IMMEDIATE RELEASE

Northwest Cellars Helps Non-Profits Profit from Private Labels

SEATTLE, Wash. – (today's date) – To be successful, non-profits today need to become Masters of the (Creative) Universe: creative thinking, creative programming, and, perhaps most important, creative fund-raising.

Enter Northwest Cellars, whose custom-labeled wines are a mainstay of corporate gifts, special events, and commemorative bottlings. They have been adding non-profits to their traditional roster of private customers because custom-labeled bottles can raise additional money, add to the exclusivity of an item at a fund-raising auction, and make great thank-you gifts for volunteers.

“We don’t charge non-profits the usual set-up fees,” explains Owner Bob Delf. “All of the labor is donated.”

Some recent ways in which non-profits have used Northwest Cellars:

The annual **Hutch Holiday Gala** needed a way to recognize guests who made generous donations. The event’s organizers worked with Northwest Cellars to create a label for the Brut Sparkling and gave every one of the 50 live auction winners a bottle.

Music Works Northwest, a non-profit music education school, set out red, white and sparkling wines at its fund-raising dinner. Says Development Director Jill Armitage, “It was wonderful to have the distinguished labels on the table with quotes on the value of music. They fit the theme of the event and made it much more special.”

The **Greater Seattle Chapter of The Links** had a label designed to celebrate their 50th anniversary. Guests who attended the anniversary celebration received the wine as a gift, which ended up as a special memento for many attendees.

Seattle’s **Wing Luke Asian Museum** will use the Northwest Cellars Sparkling Brut as centerpieces for its upcoming 40th anniversary fund-raiser, auctioning off the bottles adorned with labels by a local artist.

[Click here](#) to view examples of the above labels.

Northwest Cellars packages and distributes wine with custom-designed labels. They work with several top winemakers in the Pacific Northwest to find the best wine, which is then blended to their specifications. The wine blends are only available for private label through Northwest Cellars, and are ideal for special events and personal, corporate, and unique promotional gifts.
www.NorthwestCellars.com

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