



Fresh
Northwest
Design

Fresh Northwest Design

915 26th Avenue NW

Gig Harbor, WA 98335

Phone Number: +1 253/857.5300

Fax Number: +1 253/857.5305

URL: www.freshnwdesign.com

Media Contact: Scott Schoenen, owner, Fresh Northwest Design

E-mail: scott@freshnwdesign.com

About the Company

◇ Fresh Northwest Design custom designs, hand-etches and hand-paints wine bottles for wineries, corporations, schools, charitable events and other organizations. From their studio in Gig Harbor, Wash., highly skilled artisans use specialized techniques to produce high quality glass artistry for businesses throughout North America.

Date Business Launched

◇ Founded in January of 1989, acquired in July 2006

Key Individuals

◇ Scott Schoenen, President and Owner

◇ Paul Weiss, Controller

Custom Bottles

◇ Client can submit art, or Fresh Northwest can design

◇ Etching can be done on full or empty bottles

◇ Dark bottles used for red wine are ideal

◇ Fresh Northwest can also work with other glass formats and ceramics

Ordering Custom Bottles

- ◇ Average per bottle charge is \$75; \$500 minimum order
- ◇ Allow 4-6 weeks of lead time
- ◇ Place orders by calling (253) 857-5300 or email: info@freshnwdesign.com

How the Bottles Are Used

Organizations use these highly customized and unique glass artistry for a variety of purposes, including:

- ◇ Label & logo differentiation and marketing
- ◇ Gifts for preferred partners and major clients
- ◇ Recognition for employees, volunteers or executives
- ◇ Special events, tradeshow or product launches
- ◇ Items for sale at fundraising events and auctions
- ◇ Weddings, Anniversary gifts or Marriage Proposal bottles

Payment Options

- ◇ Cash or check

About Fresh Northwest Design

Founded in 1989, Fresh Northwest Design is the premier wine bottle art studio in the Northwest. They custom design, etch and hand-paint wine bottles for wineries, corporations, schools, charitable events and other organizations and individuals throughout North America.

From the studio in Gig Harbor, Washington, highly skilled artisans use specialized techniques to produce this form of glass art.

They exercise stringent quality control over every bottle's design and craftsmanship, ensuring that clients receive a bottle they will treasure long after the wine has been enjoyed.

About the Process

Most often, clients supply the concept for designing an etched bottle. Ideas arrive in many different forms, from digital artwork, to sketches, to brainstorming conversations.

The in-house design team then adapts the idea into an original image suitable for an etched bottle and a photo emulsion process is used to produce a template. Each is used only once, so when 900 bottles are produced, 900 templates are required. Once the template is created, it is mounted on a clean bottle; the rest of the bottle is masked with tape to avoid exposure to the sandblasting process.

Next, the bottle is placed in the sandblaster. Artisans guide a stream of sand to erode the exposed glass and create an image.

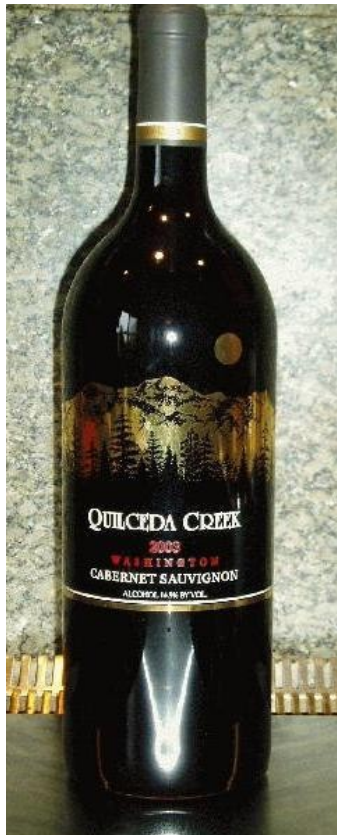
Each bottle is then hand-painted, and artisans apply a final touch-up to sharpen the edges.

Bottles can be empty or full during the sandblasted, hand-painted process. No heat is involved and bottles are stored carefully to protect the quality of the wine.

Fresh Northwest Design Bottles Raise Money for Charity

The artistry that goes into each bottle from Fresh Northwest Design adds value to wine that sells for hundreds of thousands of dollars at more than 30 charity events and auctions every year. In addition to the wine, the bottle itself is a piece of art worth investing in.

2006 Auction of Washington Wines: \$20,000 Hammer Price



Two 6-liter Quilceda Creek bottles (one photographed)

For Washington's only 100-point Cabernet Sauvignons, Quilceda Creek ordered two etched, hand-painted and gold leafed 6.0 liter bottles for the Auction of Washington Wines. The artwork is a replica of the original label.

2006 Naples Wine Auction: \$90,000 Hammer Price



One 12-liter bottle of Grace Family 2003 Cabernet

One etched, hand-painted and gold-leafed 12.0-liter bottle of Grace Family Vineyards 2003 Cabernet Sauvignon. All Grace Family Vineyard labels are etched and hand-painted annually.

2006 Sun Valley Auction: \$72,000 Hammer Price



Seven 6-liter bottles:

- Col Solare Red Table Wine, 2002*
- Cote Bonneville Yakima Valley Red Wine, 2003*
- DeLille Cellars Chaleur Estate Red, 2003*
- L'Ecole No. 41 Perigee, 2003*
- Leonetti Cellar Walla Walla Valley Reserve Red Wine, 2003*
- Quilceda Creek Winery Merlot, 2003*
- Woodward Canyon Walla Walla Estate Red Wine, 2003*

Continuing a 14-year tradition, a collection of seven etched and hand-painted Methuselahs (6.0-liter bottles) were created exclusively for the Sun Valley Center Wine Auction. Since 1995 this lot has raised over \$400,000 to support the arts in the community. The original art depicts Sun Valley's Bald Mountain, lightly capped in snow, providing a background to meadows in fall colors, sheep and shepherders on the move along Trail Creek.

Clients

◇ **Wineries:** Chateau Ste. Michelle Winery, Abeja, Walla Walla Vintners, Willamette Valley Vineyards, Leonetti Cellars, Woodward Canyon Winery, Quilceda Creek Winery, Araujo Winery, Abacela, Matthews Cellars, Betz Family Winery, DeLille Cellars, L'Ecole No. 41, Grace Family Vineyards, Rosenthal Malibu Estates

◇ **Corporations:** Interstate Distribution Corporation, Russell Securities, EA, Microsoft, American Seafoods, Wells Fargo Bank, Toyota, Columbia Bank, Harley Davidson, Google

◇ **Schools:** University of Washington, Washington State University, Caitlin Gabel School, Gig Harbor Academy, Walla Walla Community College, Washington State University, Charles Wright Academy, College of the Redwoods

◇ **Charities:** Washington Wines Festival, Sun Valley Wine Auction, Museum of Flight, Fred Hutchinson Holiday Gala, PONCHO, Auction of Washington Wines, Seattle Men's Choir, The Moyer Foundation, Classic Wines Auction, Junior Diabetes Research Foundation (JDRF)

◇ **Sports:** NY Yankees, Boston Red Sox, Kentucky Derby, Richard Karn Celebrity Golf Classic, BMW Motor Sports, Brian Henninger's Fireside Chat, Mario Andretti Racing, Chambers Bay