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**FOR IMMEDIATE RELEASE**

**WAVE Critics Name Walla Walla's Dusted Valley Vintners as the  
"Winery to Watch"**

*Nicholas Cole Cellars is "Consumers Choice"*

BENTON CITY, Wash. – (June 30, 2005) – The votes are in and the WAVE (Washington's Arriving Vintners Event) "Winery to Watch" is **Dusted Valley Vintners**, the trade and media winner, and **Nicholas Cole Cellars**, the favorite consumer's choice.

A media and trade panel selected Dusted Valley Vintners at a private tasting held on May 3, while consumers who attended the annual WAVE in Benton City June 24 chose Nicholas Cole Cellars.

Nineteen new wineries – in their first or second vintage – participated in this year's event, held at the Hedges Family Estate on Red Mountain.

Both winning wineries have remarkable – and remarkably similar – stories: a lifelong love of wine, a dream of owning a winery and seizing the opportunity to turn the dream into reality.

Dusted Valley's story revolves around brothers-in-law Corey Braunel and Chad Johnson, who married sisters from Wisconsin's dairy land, who discovered over a ten-year period that they also shared a love of wine (as well as a professional background in the medical field).

They moved their families to Walla Walla and hired Steve Lessard of Whitman Cellars to make their first vintage of 1,000 cases. In 2004, Lessard became a consultant; Corey and Chad are co-winemakers. For exact varietals and pricing, visit [www.dustedvalley.com](http://www.dustedvalley.com).

A similar story is behind Nicholas Cole Cellars. Mike Neuffer, a builder of residential housing in Nevada, was sipping a bottle of Chateau Cheval Blanc at a restaurant in San Francisco when he realized that what he really wanted to do with his life was make wine.

He came to Walla Walla, bought a 268-acre site and began planting the same red varieties as Bordeaux: Cabernet Sauvignon, Cabernet Franc, Merlot, Petit Verdot. He named the winery for his son and daughter, and hired Chris Camarda of Andrew Will as his consultant. For more information, visit [www.nicholascolec cellars.com](http://www.nicholascolec cellars.com).

Two wineries tied for second place behind Nicholas Cole for the Consumers Choice award: **Barrister Winery** of Spokane ([www.barristerwinery.com](http://www.barristerwinery.com)) and **Willis Hall** of Marysville ([www.willishall.com](http://www.willishall.com)).

The other WAVE awards are the trade and media favorites by grape variety.

**Basel Cellars Estate Winery** of Walla Walla won awards for two red wines: Cabernet Sauvignon and Syrah. The other winners:

- Merlot: **Barrister Winery**, Spokane
- Red Blend: **Cote Bonneville**, Sunnyside
- Other red (Cabernet Franc): **Barrister Winery**, Spokane
- Chardonnay: **Dusted Valley Vintners**, Walla Walla
- Viognier: **Dusted Valley Vintners**, Walla Walla, and **Alexandria Nicole**, Prosser
- Sauvignon Blanc: **Sleeping Dog**, Benton City

“WAVE is a tremendous opportunity for the media and consumers to discover the new kids on the block.” said Lori Randall, who created the event as a way to direct attention to new wineries in an ever-growing industry.

“These new wineries show a lot of promise,” said Christophe Hedges of Hedges Family Estate, who hosted the event, “and it’s a great way to welcome them to the business.”

*Washington’s Arriving Vintners Event (WAVE)*, WAVE returned in 2005 to gather Washington’s newest up and coming vintners under one roof, offering the public a chance to discover the latest and greatest of what Washington has to offer. Proceeds from the 2005 event benefited the 501(c)3 Washington Wine Country. [www.wavetasting.com](http://www.wavetasting.com)

*Washington Wine Country* is a non-profit association of Eastern Washington businesses dedicated to building pride, recognition and economic vitality in the world-class wine-growing region comprising the Yakima Valley, Columbia Valley, Walla Walla Valley and Red Mountain appellations. [www.winecountrywashington.org](http://www.winecountrywashington.org)

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Editor’s Note: To see tasting book, designed by [Image Ink Studio](#), with complete information on each winery, [click here](#). List of participating wineries follows.

- Alexandria Nicole Cellars, Prosser
- Ash Hollow Winery, Walla Walla
- Basel Cellars Estate Winery, Walla Walla
- Barrister Winery, Spokane
- Cave B Estate Cellars, Quincy
- Chateau Faire Le Pont Winery, Wenatchee
- Côte Bonneville, Sunnyside
- Desert Hills Winery, Yakima
- Dusted Valley Vintners, Walla Walla
- James Leigh Cellars, Walla Walla
- Kana Winery, Yakima
- Lowden Hills Winery, College Place
- Nicholas Cole Cellars, Walla Walla

- Seia Winery, Seattle
- Sleeping Dog Wines, Benton City
- Vin du Lac Winery, Chelan
- Walla Walla Village Winery, Walla Walla
- Waving Tree Vineyard & Winery, Goldendale
- Willis Hall, Marysville

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