



Select Wines By Design

News Letter - November 2008

Welcome!

We would like to welcome you to Select Wines By Design - a truly unique and proven way to reliably purchase outstanding wines - every wine, every time.

Select Wines was conceived in late 2007 as a result of a trip to the California Central Coast. In the course of visiting family, friends and a number of the local wineries, we were struck by:

- 1) The number of great wineries there were - both new and old
- 2) The incredible range of available wines - in both quality and price and
- 3) The number of people trying to find wines that met their personal taste, price and quality preference.

On the return flight home to Seattle we came across a small advertisement in the "Air Mall" catalog for a "Boutique Wine Club". We lamented how many wine clubs we had belonged to over the years, with limited or no choice over the wines (red, white?) with "hit and miss" (and expensive) results. We agreed that "there has to be a better way". Over the following months we kept detailed notes of our "wine experience" - at tasting events, at the grocery store, and of conversations with friends and business associates. We concluded that although there are a lot of great wines available - **a lot of folks were struggling to find them.**

It's Official!

After months of filling out applications, inspections, (and a mountain of paperwork) and hundreds of (incredible) hours spent identifying great wines - Select Wines By Design is open for business! October marks our first month of online sales - with a newly designed web site to allow ease of navigation and selection. We offer on line wine store purchases, wine clubs that allow you a choice, helpful wine hints and a number of new and innovative accessories - all designed to enhance your wine experience.

Simply Great Wines

Our value proposition is to identify exceptional wines and values, and to match these wines with your personal preference. We start with well known, premium wine selections that have been identified as "best in class" for their particular varietal - and are usually priced accordingly. We then search for wines of equal or better quality - often from small, yet to be famous wineries. Many of these have vineyards next door to the "Rock Star" wineries -with some utilizing the same grapes! We have discovered they make fabulous wines - and at prices that are often **25 to 50 percent lower than the cost of comparable "Rock Stars"**.

The wines we offer are a result of recommendations made by a wide variety of experts and enthusiasts; wine makers, sommeliers, restaurant owners, wholesalers, retailers - and valued friends that share our passion for great wines. Our wines represent their favorites. We believe our current selections are fabulous wines, and are continually identifying new and exciting wines - of extraordinary value - for you to enjoy.

We look forward to getting to know you - and appreciate your business!

Select Wines By Design

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