



FOR IMMEDIATE RELEASE

## One-of-a-Kind Northwest Wine Destination Debuts on Mercer Island

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*Cellar 46° Wine Shop, Wine Bar and Wine Storage Facility Opens Doors March 24*

**Mercer Island, Wash. – March 12, 2007** – Seattle-area wine lovers will soon have a new reason to raise their glasses in celebration as Cellar 46°, a new Mercer Island, Wash. wine shop, bar and storage facility opens its doors to the public the weekend of March 24-25. Located in the Mercer Building at 7650 SE 27th St., special grand opening activities will take place throughout the weekend, including wine tastings and bottle signings, live entertainment, complimentary hors d'oeuvres and more.

Cellar 46° draws its name from Washington state's primary grape growing region located on Latitude 46° N, the same as France's famed Bordeaux and Burgundy wine regions. The cozy shop carries one of the region's most extensive collections of Washington and Oregon wines along with Old World favorites to please every palate. Located in the heart of downtown Mercer Island, the 2,400 sq. ft. space features a warm and inviting "living room" atmosphere. The space is complete with soft leather chairs and bar stools, bistro tables, a warm color palate, and is designed to evoke comfort and conversation as well as wine education.

"Cellar 46° is dedicated to educating our customers about Washington and Oregon wines and promoting the burgeoning wine region right here in our own backyard," said Ryan Allison, Cellar 46° owner and founder. "We're proud to be a part of the Mercer Island business community, and hope that wine lovers across the state will make Cellar 46° a must-stop wine destination on the 1-90 corridor."

Cellar 46° visitors will indulge in the destination's many amenities:

- **Wine Shop & Shipping** – Choose from one of the country's largest selections of Northwest wines and a "Premium Room" with hard-to-find bottles and large format selections from around the world. The Cellar 46° wine shop also offers convenient shipping services directly from the shop, allowing customers to send gifts or ship wines home without making an extra trip to the post office.
- **Wine Bar** – The Cellar 46° wine bar is an intimate gathering place where wine lovers can sample more than a dozen wines by the glass and enjoy casual wine friendly fare, from artisan cheese plates to olive tapenades. Guests can learn more about wine from the friendly staff, and an ongoing schedule of appearances from visiting winemakers, authors and educators. Additionally, Cellar 46° wine bar will offer a regular schedule of tasting opportunities and live entertainment. The facility may also be rented for special events.
- **Wine Storage** – Cellar 46° offers more than 100 temperature-controlled lockers that allow enthusiasts to store their wine collections in a safe, secure environment. Lockers can accommodate anywhere from 72 bottles to larger collections. Prices and rental terms vary.

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Cellar 46° is the brainchild of Allison, a Mercer Island native and Northwest wine aficionado. After a successful tenure as an internet-start up pioneer, Allison left the business world to turn his passion for wine into a career. In 2002, Allison purchased the online wine retail site Awinestore.com, which he still runs today. The experience and knowledge gained from that venture persuaded Allison to open Cellar 46°.

Cellar 46° is open Monday through Sunday from 10 a.m. - 11 p.m. Visa, MasterCard and American Express are accepted.

***About Cellar 46°***

Established in 2007, Cellar 46° is the Northwest's premier destination for wine lovers. Housing a wine shop, wine bar and wine storage facility, Cellar 46° presents an extensive collection of Northwest wines and Old World favorites to please every palate. Located near Seattle on Mercer Island, Wash., Cellar 46° also offers wine education, regular tasting opportunities, and wine shipping services. Cellar 46° is open seven days a week from 10 a.m.-11 p.m. and provides complimentary, covered parking for guests. For additional information, visit us online at [www.cellar46.com](http://www.cellar46.com) or call 206-407-3016.

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