

For immediate release:

The Northwest Core Collection portfolio expands to include Dobbes Family Estate / Wine by Joe / Jovino and Hamacher Wines.

Portland, OR – June 1, 2011 -- Northwest Core Collection, Inc. (NW Core), a national sales and marketing company specializing in Oregon and Washington wineries, announced their new partnership with two premium Oregon wineries, Hamacher Wines and Dobbes Family Estate, including the Wine by Joe and Jovino brands.

Hamacher Wines was founded in 1995 by winemaker Eric Hamacher. Hamacher focuses on expressive, balanced Pinot Noir and Chardonnay from the Willamette Valley under the Hamacher label, as well as an Oregon Pinot Noir and Chardonnay under the “H” label.

After apprenticing in Burgundy in the 1980s, native Oregonian Joe Dobbes has been making wine in the Willamette Valley since 1989. He makes wine under three different brand names: Dobbes Family Estate is his high-end Pinot Noir label; Wine by Joe, a value-price Oregon appellation label, specializes in Pinot Noir & Pinot Gris; Jovino, is his value-priced on-premise only label.

Rob Alstrin, NW Core founder and partner, is excited about the introduction of these new brands. “Both Joe Dobbes and Eric Hamacher are seasoned Oregon winemakers and fit in well with our ‘Core Collection’ of great producers. These are strong Oregon brands with a national presence. We anticipate great success building their distribution throughout the country.”

About Northwest Core Collection

Northwest Core Collection services the business needs of family-owned Northwest wineries. The company was founded in 2005 and is owned by Rob Alstrin, Craig Eastman and Sheryl Alstrin. Northwest Core Collection specializes in setting up and managing its portfolio wineries’ national distribution network. NW Core is headquartered in Portland, Oregon, with regional offices in Philadelphia, Houston, San Francisco, Chicago and Miami, FL.

The Northwest Core Collection portfolio of wines includes: Abacela Vineyards and Winery, Bethel Heights Vineyard, Desert Wind Winery, Duck Pond Cellars, Dobbes Family Estate / Wine by Joe / Jovino, Hamacher Wines, Montinore Estate, Penner-Ash Wine Cellars and R. Stuart & Co. / Big Fire Wines.

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