



Contact: Sheryl Alstrin  
Tel: 503.639.6446  
Cell phone: 503.330.3740  
e-mail: [Sheryl@nwcorecollection.com](mailto:Sheryl@nwcorecollection.com)

FOR IMMEDIATE RELEASE

**NORTHWEST CORE COLLECTION WELCOMES AN OREGON WINE INDUSTRY VETERAN AS THEIR NEW PARTNER.**

Craig Eastman joins Rob and Sheryl Alstrin in their third year of making wine from the Pacific Northwest move through the distribution channel.

**Portland, OR.- June 6, 2007--** Northwest Core Collection, Inc. (NWCC), a national sales and marketing company specializing in Oregon and Washington wineries, announced today that Craig Eastman has joined the company as an equity and operating partner.

In his new role, Eastman will be involved in the brand management of the current portfolio wineries as well as new brand acquisitions. In addition, he will head-up the compliance and consulting services departments. The timing was perfect to launch NWCC over two years ago and the growth has been spectacular. *"We are so happy to have a great friend and talented, established member of the Oregon wine industry as a partner in our business. Eastman's broad experience in wine marketing and the distribution network is a great addition to ensure we continue to 'make wine move'", says Rob Alstrin, NWCC co-founder.*

Eastman joins NWCC after a twelve year tenure as Vice President of Sales & Marketing at Argyle Winery in Dundee, OR. During that time the winery grew from 20,000 cases to 45,000 and positioned itself as one of Oregon's finest producers. Eastman is a 26 year veteran of the wine industry, the last 17 years being spent in Oregon. His extensive knowledge of marketing wines and the Pacific Northwest region makes him a natural fit for this company.

### **About Northwest Core Collection**

Northwest Core Collection services the business needs of family-owned Northwest wineries. The company was founded in early 2005 by Rob and Sheryl Alstrin. Northwest Core Collection specializes in setting up and managing its portfolio wineries' national distribution network. The company also offers a suite of services on an 'a la carte' basis that includes consulting and compliance services.

NWCC is headquartered in Portland, Oregon, with regional offices in New York, Boston, Houston, Seattle, and Chicago.

The Northwest Core Collection portfolio of wines includes: A to Z Wineworks, Bergström Winery, Bethel Heights Vineyard, Francis Tannahill Wine Company, Hatcher Wineworks, Penner-Ash Wine Cellars, Rex Hill Winery, Seven Hills Winery and Soléna Cellars.

If you would like more information about this topic, or to schedule an interview with any of the partners mentioned, please contact Sheryl Alstrin at 503.639.6446 or e-mail at [sheryl@nwcorecollection.com](mailto:sheryl@nwcorecollection.com).