

NOVELTY HILL JANUIK

For Immediate Release

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Opening of New Novelty Hill · Januik Winery in Woodinville Marks Important Milestone in Washington Wine Tourism

State-of-the-Art Destination Winery Opens June 8

Woodinville, Wash. – June 4, 2007 – Novelty Hill · Januik, a new state-of-the-art winery, tasting room and private events venue in the heart of Woodinville's fast-growing winery touring district will open to the public on Friday, June 8th. The opening marks the first significant new destination winery in the area since the mid-1980s.

Novelty Hill · Januik is located at 14710 Woodinville-Redmond Rd NE, adjacent to Columbia Winery. The winery will offer drop-in guests a variety of tasting experiences from 11 a.m. – 5 p.m. daily or private tastings by appointment.

Tasting fees range from \$5 - \$25, depending on the rarity of the wine, food pairings and visitors' tasting preferences. The tasting room will also offer bite-size food and wine pairings designed to showcase how food and wine combine to enhance flavors and textures. Leading the winery's on-site culinary team is chef Charles Walpole, formerly of Seattle's acclaimed Mistral restaurant.

"Woodinville is rapidly becoming one of Washington's most exciting wine producing and tasting destinations for quality wines," says Tom Alberg, who owns Novelty Hill with wife Judi Beck. "We wanted the winery's architectural and landscape design to provide an experience that would enhance visitors' knowledge and appreciation of our wine through tastings, educational seminars and culinary events," he says. In addition to a demonstration kitchen, the winery will offer cooking classes and wine appreciation seminars. The winery also features four distinctive private event rooms for business or personal use. Each is equipped with advanced audio visual technology.

The new facility is the collective home of the two independent wineries – Novelty Hill and Januik – who share not only the building but also the talents of veteran Washington winemaker Mike Januik. Januik has been making wine in the Columbia Valley since 1984. He launched his own label in 1999 and began making wine for Novelty Hill in 2000.

"The primary reason for building a winery of this significance was our commitment to producing the highest quality wine possible," says Januik, who sources grapes from leading Columbia Valley vineyards, including Novelty Hill's estate vineyard Stillwater Creek. "From an innovative combined fermentation and HVAC system that significantly reduces energy consumption and allows for optimal fermentation temperature control to design elements that support small lot production from crush to barrel," says Januik, "this is a very unique production facility for wineries of our size." The facility's production capacity is 30,000 cases, roughly two-thirds Novelty Hill, one-third Januik.

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Seattle's Mithūn, an interdisciplinary firm of architects, designers, and planners, in collaboration with landscape architect Katherine Anderson, describe the building's design as one celebrating wine's agrarian roots and the artistry of fine winemaking. "The footprint of the building and the rhythm of its parallel shifting walls were inspired by the linear aspects of a vineyard and the rows of tanks in a winery," explains Anderson. A few simple materials, primarily concrete, glass and wood, blend the building's interior space with a series of terraced gardens and water features, inviting the outside "in".

In addition to the tasting bar and private meeting rooms, guest amenities include a demonstration kitchen, in-house culinary team, wood-fired pizza oven and bocce ball court. The tasting room is open to the public daily without an appointment. Private tastings may be arranged by calling the winery at 425-481-5502. For further information, visit www.noveltyhilljanuik.com.

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Editor's Note: See list of upcoming special events at Novelty Hill · Januik attached.