



LOOSEN BROS. USA ^{LLC}

CONTACT:

Kirk Wille, Loosen Bros. USA
kirk.wille@drloosen.com • 503-984-3041

Chateau Ste. Michelle and Dr. Loosen Spearhead Global Riesling Coalition and Events

(March 4, 2011 / Updated April 13, 2011) — In an effort to increase the appreciation of Riesling around the world, Chateau Ste. Michelle and Dr. Loosen estate recently spearheaded a coalition of prominent Riesling producers and organizations that will host Riesling events in key Riesling countries around the world on a rotating basis.

In 2007, Chateau Ste. Michelle <<http://www.ste-michelle.com/>> of Washington state and Dr. Loosen <<http://www.drloosen.com/index.php>> of Germany created Riesling Rendezvous <<http://www.ste-michelle.com/winery/rieslingRendezvous>>, an international Riesling event designed to bring together leading producers, experts and enthusiasts from around the world to explore the diversity of Riesling. Riesling Rendezvous was held in 2007, 2008 and July 2010 in Seattle, Washington and is the largest Riesling focused event in the U.S.



Ernst Loosen (Dr. Loosen) and Ted Baseler (Chateau Ste. Michelle), co-founders of the Riesling Rendezvous, at the 2010 Rendezvous in Seattle.

It was at the most recent Riesling Rendezvous, that Chateau Ste. Michelle and Ernst Loosen met with Riesling organizations including the International Riesling Foundation, VDP-Rheingau (regional branch of the VDP, Association of German Pradikat Wine Estates), Frankland Estate, and Wines of Germany to come up with a schedule of international Riesling events in the U.S., Germany and Australia every year.



The 2010 Riesling Rendezvous Grand Tasting.

Moving forward, Riesling Rendezvous will take place in Seattle every three years on a rotating basis with the Frankland Estate International Riesling Tasting, in Australia, and the International Riesling Symposium, in Germany, hosted by the VDP-Rheingau. The next of these events is the Frankland Estate International Riesling Tasting, to be held in Sydney on February 6–7, 2012.

“Chateau Ste. Michelle and Dr. Loosen have hosted Riesling Rendezvous in Seattle three times now and we think it is a natural step to work with other groups to support Riesling events in key Riesling regions around the world,” says Ted Baseler, Ste. Michelle Wine Estates president and CEO. “Each event will have a different perspective based on the host region and organization, which will give Riesling enthusiasts and producers a unique experience each time.”

-more-