



# RED DIAMOND

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## OVERVIEW

Red Diamond celebrates distinctive wines with layers of luscious, fruit-forward flavors. These wines showcase a unique personality, they are food-friendly, straightforward wines designed for approachability and easy drinking. Distinctive and yet affordable, these dynamic wines foster a devoted following among enthusiasts. From the novice wine consumer to the most discriminating of tastes, Red Diamond wines offer an enjoyable wine experience every time.

The Red Diamond phenomenon began in 2003 when the Merlot was released to limited markets, targeting restaurants only. The response was immediate: 25,000 cases were sold within the year. The demand for Red Diamond continued to grow and consumers began looking for the wine after tasting it in restaurants. To satisfy consumer demand, in 2004 Red Diamond introduced additional wines to the portfolio, Cabernet Sauvignon and Chardonnay. In 2005, Shiraz was added to the portfolio and distribution for all products was expanded to stores and restaurants nationwide.

## WINEMAKER

Laura Sorge

## PORTFOLIO

	Suggested Retail Price
Merlot	\$10
Cabernet Sauvignon	\$10
Shiraz	\$10
Chardonnay	\$10

## ACCLAIM

- Four consecutive years (2004 – 2007) Red Diamond Merlot is ranked one of the Top 20 “Most Popular Restaurant Merlots” by *Wine & Spirits* magazine.
- Three consecutive years (2008 – 2010) *Impact* magazine awards Red Diamond the “Hot Brand Award.”

## OWNERSHIP

Wholly-owned subsidiary of Ste. Michelle Wine Estates, Woodinville, Washington.

For further information:

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