

Memo

The goal of a Diversion event is to educate the customer and sell Diversion wine. The best way to do this is to make sure you read through the materials before you arrive and have fun with the customers during the event. Chat with everyone and introduce them to “our newest Washington wine”. Again, DO NOT sit back and wait for customers to approach you. Reach out to them. Chat. Have fun. It’s contagious.

From: Pam Borromeo, pam.borromeo@rainierwine.com

How should you dress?

Business Casual. Wear a dark colored shirt, such as black or dark brown. This is a sophisticated wine. You should emulate that in how you dress.

What is the key to selling this wine?

Learn the wine tech info. The regions where the grapes come from are important – Ancient Lakes region and Evergreen vineyards for the whites and Wahluke Slope for the reds. Bring the map with you so you can point out where the various growing regions are for the wines.

Frequently Asked Questions

Where did the name Diversion come from?

It comes from the connection many of us have with the breathtaking beauty of the Pacific Northwest. We are surrounded by spectacular natural vistas (mountains, water, forests, waterfalls) in this area of the country that can instantly take us away from the daily chaos of our lives. In short, breaking away to a place of wonder – Diversion.

What are the pictures on the front?

We wanted Diversion to capture a sense of place and showcase the iconic places that come to mind when you mention the Pacific Northwest: Mt. Rainier, Mt. St. Helen’s, the wild Pacific coast. We used photos from award winning local nature photographer Justin Reznick, who has been published in *Outdoor Magazine*, *Backpacker*, and *Nature’s Best*.

Where is Copper River Estate?

Copper River Estate is the producer of Diversion and a joint venture between Milbrandt’s Wahluke Wine Company and Rainier Wine. The winery is located in Mattawa, Washington, in Eastern WA near the Columbia Gorge. There currently is not a tasting room for the public to visit.

Who makes the wine?

Suzanne Elliott, a UC Davis graduate, is our winemaker.

What makes this wine special?

It’s a new brand that was introduced in Spring 2012, and isn’t available many places. Diversion is a unique portfolio of hand-crafted wines made with carefully selected grapes from award winning family-owned vineyards along the Columbia River Gorge. Each of the 5 varietals – Cabernet Sauvignon, Merlot, Majestic Red, Chardonnay, and Riesling – showcases the amazing and distinct terroir (*pronounced tair-wahr, this is a French concept that refers to the distinctive character of a particular vineyard or growing region—including its soil, climate, elevation, slope, etc.—which all contribute to the specific taste of the wine.*) of Washington.

Interesting Wine Facts

- **Riesling:** The Riesling has a perfect balance of sweetness and acid. This is because the winery blended fruit from the Ancient Lakes area (Evergreen Vineyard location), which has a cooler climate and produces grapes with more acid and mineral profile along with fruit from Yakima Valley, a warmer area producing grapes with higher sugar content.
- **Chardonnay:** People will often ask about barrel or stainless fermentation. We ferment our Chardonnay in stainless, but we blend in a portion of that is aged in oak barrel at the end.
- **Cabernet:** There is 94% Cabernet grapes in this wine.
- **Merlot:** This is one of the best known and leading red WA wine varietals. The essence of Merlot flavor is that it is chocolate, spice, and chewy.
- **Majestic Red:** This is a red blend made up of Cab, Merlot, Syrah, Sangiovese, and Cab Franc. The overall taste on this blend is smooth and round with a pepper finish.
- Did you know that Washington State ranks second nationally in overall wine production?

Wine Notes

Diversion is an award winning Washington wine. About 25,000 cases are produced each year. Most of the red fruit is sourced from the Wahluke Slope in WA, which is south of the Gorge Amphitheatre along the Eastern bank of the Columbia River – the warmest area for grape growing in WA State. Most of the white fruit is sourced from the Ancient Lakes in WA, a cooler growing region. The wine is non-vintage, enabling our winemaking team to blend the very best fruit and wine components across available vintages to produce a finished wine at a higher quality and value. The winery is in Mattawa, WA. For more information, check out www.RainierWine.com or www.DiversionWine.com.

Thanks in advance for your help and support. Please call or email if you have any questions.

WASHINGTON STATE THE PERFECT CLIMATE FOR WINE



Head east from Seattle along Interstate 90 and in 2 hours you'll find yourself crossing the mighty Columbia River, entering the heart of Washington State's wine country. This is the Columbia Valley, where the vast terrain ranges from breath-taking river gorges to undulating hills formed by Ice Age floods and ancient volcanoes. Separated from Seattle's rainy, marine climate by the Cascade Mountains, the state's wine country lies in the rain shadow of the mountains and enjoys only 6 to 8 inches of rain each year. Here, the conditions are ideal for wine grapes.



Awards by Varietal



Diversion Riesling

- Best of Show: 2012 Denver International Wine Competition
- Gold Medal: 2012 Denver International Wine Competition
- Silver Medal: 2012 Grand Harvest Awards
- Bronze Medal: 2012 San Francisco International Wine Competition

Diversion Chardonnay

- Gold Medal: 2012 Grand Harvest Awards
- Silver Medal: 2012 Denver International Wine Competition

Diversion Majestic Red

- Bronze Medal: 2012 San Francisco International Wine Competition

Diversion Cabernet Sauvignon

- Gold Medal: 2012 Denver International Wine Competition
- Silver Medal: 2012 Grand Harvest Awards
- Bronze Medal: 2012 San Francisco International Wine Competition

Diversion Merlot

- Silver Medal: 2012 Denver International Wine Competition
- Silver Medal: 2012 Grand Harvest Awards
- Bronze Medal: 2012 San Francisco International Wine Competition