

Area Businesses Unite to Recognize Hardworking Women During 2005 *No Labor Day*™ Celebration

Gig Harbor, Wash., Aug. 3, 2005 – Make-ahead-meal shop “From Our Kitchen to Yours” (Gig Harbor), Working Girl™ wines (Olympic Cellars, Port Angeles) and Mad Housewife wines (Rainier Wine, Bellevue) have joined forces to kick-off a monthlong *No Labor Day* celebration in honor of today’s hardworking women. Throughout August, From Our Kitchen to Yours will offer easy, make-ahead fare with suggested wine pairings perfect for a traditional end-of-summer celebration that is virtually labor-free. Patrons will also enjoy prizes, special pricing, and the chance to win 12 free meals. The *No Labor Day* celebration is designed to help busy women find time to relax and enjoy “the good life” with friends and family.

“Women are generally taken for granted for all the cooking, chauffeuring and other duties they do in addition to working in or outside the home,” says Sally Adams, owner, From Our Kitchen to Yours. “Make-ahead-meal businesses recognize this fact and give women a chance to get ahead of the curve by preparing 12 meals in one two-hour session. They get a freezer full of good, healthy food that can be prepared at a moment’s notice – and maybe even a little extra time to themselves.”

Washington State leads the nation in make-ahead-meal shops per capita, with 50 establishments, according to Bert Vermeulen, chairman of the Easy Meal Preparation Association. And the trend has garnered national attention from Oprah’s “O” Magazine.

“The number of make-ahead-meal facilities is expected to almost triple nationwide from 2004 to 2005, with Washington State leading the trend,” says Vermeulen. “By 2007 we estimate there will be 1100 such operations across the United States. We attribute this wide acceptance of the concept to the fact that women are juggling more than ever with homes, families and careers, yet are going back to the concept of home-cooking versus eating out.”

“People have been pairing good food and good wine for centuries,” says Olympic Cellars Owner Kathy Charlton, “but life has certainly changed in the interim. The success of make-ahead-meal businesses is testimony to the fact that women today are busier than ever – on the job or in the home -- we’re all working women juggling too many balls. Sometimes we get so busy we forget to take time out for ourselves and the things that are really important in life – like sharing with friends and family over a meal and some good wine. Partnering with Rainier Wine and From Our Kitchen to Yours to promote *No Labor Day* was a natural for us – it’s what Working Girl wines are all about.”

Olympic Cellars’ award-winning Working Girl series (Working Girl White; Go Girl Red; Rosé the Riveter; and Handyman Red) is designed to be distinct, yet affordable -- for sharing with co-workers after a long day in pantyhose and pumps or jeans and a T-shirt.

Mad Housewife celebrates the stereotypical 1950’s housewife, recognizing that although women are stretched in many directions, they manage to get everything done and make it look easy. The label features a cheeky photo of a pink-frocked, retro-twinged housewife, with a pithy woeful wives tale on the back label.

“The team at Rainier recognizes that wine should never intimidate, make you think too hard, or create a new line item in your budget,” says co-founder Mike Lynch. “Above all else, wine should be fun, relaxing, memorable, and something you can afford to look

forward to at the end of each and every day. We are excited to team up with From Our Kitchen to Yours, to make this year a NO LABOR Day for women around Washington.”

About From Our Kitchen to Yours

From Our Kitchen to Yours is quickly becoming a favorite monthly stop for a wide variety of customers. We offer delicious “ready-to-assemble” recipes that change monthly. We do all the recipe planning, shopping, prep work and clean up to make your life easier – and even provide the containers you take your meals home in! Each appropriate measuring spoon or cup is in each specific ingredient for each recipe, so you just follow the step-by-step instructions.

Knowing “what’s for dinner” ahead of time enables you to come home more relaxed and less stressed to enjoy your evening. Our customers range from college age to retired, married, divorced, single, working professionals, families with kids and without. In the summertime, it’s great to prepare meals for your boat, motor home or vacation property to save you cupboard space and from having to purchase all of the ingredients separately.

About Olympic Cellars

Olympic Cellars is a boutique winery housed in an historic century-old barn between Port Angeles and Sequim on Washington’s Olympic Peninsula. The winery annually produces approximately 3,200 cases of hand-crafted wines on site, including the premium La Dolce Vida label, the Working Girl series, and the Dungeness artist series. Olympic Cellars is strongly committed to supporting the physical and emotional well-being of women through its Charity of Choice and 2X Success initiatives.

Find out more about Olympic Cellars and its upcoming events by visiting the winery’s website at www.olympiccellars.com, or by calling 360-452-0160. Also visit the new *Working Girl*™ website, www.workinggirlwines.com, for information pertaining specifically to the *Working Girl* series of wines and associated philanthropic programs.

About Rainier Wine

In creating Mad Housewife, Rainier Wine applied time-proven product development and marketing techniques effective in traditional consumer packaged goods to its own product, an unconventional practice in the wine industry. The company spent nearly a year conducting nationwide testing panels to let women design and create wines that they would buy regularly. Rainier crafted Mad Housewife specifically targeting the lifestyles of the largest segment of the market, women. For more information on Rainier Wine, contact Mike Lynch at (425) 378-9463, e-mail Mike.lynch@rainierwine.com or visit the company Web site at <http://www.rainierwine.com>.

Working Girl and Mad Housewife wines are available at the following local retailers.

Arletta Stores

3520 Ray Nash Drive NW
Gig Harbor, WA 98335
253/265-2141
Offering 10% discount throughout August

Fred Meyer Marketplace

5500 Olympic Drive
Gig Harbor, WA 98335
253/858-4100
Offering 10% discount throughout August

QFC Markets

4101 49th Ave NE
Tacoma, WA 98422-2420
(253) 925-5040

11104 Pacific Ave S
Tacoma, WA 98444-5749
(253) 535-4477

Puget Sound Wine Cellar

120 Harrison Avenue
Port Orchard, WA 98366

360/895-7717

Offering 10% discount throughout August

The Pacific Northwest Shop

2702 North Proctor Street

Tacoma, WA 98407

253/752-2242

Offering 10% discount throughout August

Tacoma Boys

6th & Bantz

Tacoma, WA 98406

253/756-0902

Offering 10% discount throughout August