

FOR IMMEDIATE RELEASE

Market of Choice Expands Private Release Wine Collection with Willamette Valley AVA-Focused Line

The new “Place” wines join three other private release brands made available in recent years

EUGENE, ORE., Aug. 20, 2024 — Independent, family-owned grocer [Market of Choice](#) is expanding its selection of exclusive private release wines with Place, a love letter to Oregon’s AVAs (American Viticultural Areas). The new line rolls out in stores this summer, joining the retailer’s CommUnity Cellars, Intersect, and Bubbles Project private release brands on store shelves.

As its name reflects, Place wines are a tribute to the distinct terroir of Oregon’s wine growing regions. In partnership with [NW Wine Company](#), Market of Choice’s first limited edition release is a 2022 pinot noir from the Dundee Hills AVA in the Willamette Valley, known for its mineral-rich red volcanic soil. The debut Place Pinot Noir is smooth and elegant with notes of dark cherry, plum, raspberry, wet stone, and hints of baking spices with a long finish. Retailing for \$29.99, two additional varietals from Dundee Hills are scheduled for release in the coming months.

“We curate an exceptional assortment of wines from around the world, although we’re known for our focus on Oregon producers, and this expertise extends to our private release collection,” says Steve Johnson, Market of Choice beverage sales manager. “The new Place Pinot Noir is a celebration of Oregon’s wine industry and it made sense to start with the Dundee Hills, recognized globally as a leading region for pinot noir.”

“We have always believed in making wines that reflect the soil in which they’re rooted,” says Laurent Montalieu, founder and CEO of NW Wine Company. “Market of Choice shares this philosophy and partnered with us to create Place Pinot Noir, capturing the distinct qualities of the Dundee Hills in every sip.”

The Place line joins Market of Choice’s distinguished CommUnity Cellars, Intersect, and Bubbles Project brands on store shelves.

CommUnity Cellars

Building on Market of Choice’s commitment to Oregon and bringing communities together, its CommUnity Cellars brand celebrates the makers and those who gather to enjoy their creations. Currently, the CommUnity Cellars wines available in stores come from Grochau Cellars, where grapes are hand-harvested from organic and sustainably farmed vineyards in the Willamette Valley and Columbia Gorge before undergoing a slow, natural fermentation process.

CommUnity Cellars offers a refined yet accessible experience for Oregon wine enthusiasts with prices in the range of \$18 to \$26 per bottle. The line includes CommUnity Cellars Pinot Noir which is balanced and complex with cherry, raspberry, savory earth and spice notes, and a long and smooth finish. CommUnity Cellars Pinot Gris is a classic Oregon pinot gris that is complex and balanced with ripe fruit notes of melon, mango, apple, and a hint of baking spices. CommUnity Cellars Rosé is a fruit-driven rosé with strawberry, cherry, watermelon,

and raspberry notes, balanced by crisp acidity.

Intersect

Intersect wines represent where Northwest crossroads meet along intersections of freeways, rivers, and mountains—adding to the Market of Choice collection with classic varietals, including cabernet sauvignon, sauvignon blanc, and other varietals from the lush vineyards of Oregon and Washington. These wines are crafted for everyday enjoyment and are offered at an exceptional price (usually in the teens) without compromising on quality.

Bubbles Project

Through the Bubbles Project, Market of Choice offers sparkling wines sourced from the best regions around the world, such as an Asolo Prosecco Superiore D.O.C.G. produced in Volpago del Montello, Italy. Bubble Project Prosecco is rich, layered, full-bodied, and dry with cooked mango, apple, pear, bread dough, and floral notes.

Bubbles Project Champagne is crafted by R. Dumont & Fils in Champignol-lez-Mondeville, a village in the southern region of the Aube in France. This brut Champagne is a crisp and expressive blend of pinot noir and chardonnay, with notes of tart lemon, lime and pink peppercorns, and a chalky minerality that pairs well with a range of foods. And Bubbles Project Cava Rosé is made with trepat grapes in the Penedes region of Spain. This effervescent cava rosé is fresh and aromatic with fruity notes of strawberry, raspberry, and cherry, and can be an aperitif or paired with lighter fare.

Whether from the hills of Dundee or Penades, every private release wine at Market of Choice offers exceptional quality at a reasonable price. Each must meet its standard as a fine representation of the varietal character, the source of the grape, and the regional style.

Additional private releases will be announced soon.

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About Market of Choice

Founded in 1979, Market of Choice is Oregon's largest family-owned, independent grocer with 11 stores located throughout the state. Driven by the joy of and an admiration for Oregon food and its makers, Market of Choice has grown into a thriving grocery retailer with nearly 1,400 dedicated employees. With stores in Ashland, Bend, Corvallis, Eugene, Medford, and the Portland-metro area, Market of Choice has developed deep, meaningful relationships with farmers, ranchers, fisherfolk, and food and beverage producers across Oregon and is committed to fostering a vibrant local food economy. For more information, visit www.marketofchoice.com. Stay connected with Market of Choice on [Instagram](#), [Facebook](#), and [Pinterest](#).

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