



For immediate release

## **Four Feathers Wine Services launches private label and control label services for clients seeking turnkey programs for wine and beverage brands**

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*New programs include sparkling and sustainable products as well as a full spectrum of procurement, logistics, sales and compliance support*

**PROSSER, Wash. (July 20, 2022)** – Four Feathers Wine Services, one of the West Coast’s leading bulk wine producers, today launched private label and control label services for clients seeking turnkey solutions that quickly and easily bring exclusive wine and beverage brands to market.

“Our private label and control label services enable retailers, restaurants and other client partners to leverage our estate vineyards, state-of-the-art production facility and experienced team to create high-quality brands tailored specifically for their customers,” said Rebecca De Kleine, general manager and director of winemaking at Four Feathers Wine Services.

Four Feathers’ private label program puts clients in control from the start, she said. They are involved in decisions on all aspects of the brand—grape varieties, vineyard sourcing, wine style, packaging, and pricing.

Control label services provide a true turnkey option that emphasizes ease of use and speed to market, De Kleine said. Clients choose from a variety of professionally developed brands and brand concepts created by the Four Feathers team. Through these services, clients have exclusive control of how the brand is marketed, presented and priced.

The Four Feathers’ team includes procurement, logistics, sales and compliance specialists available to support clients on any phases of the private and control label process.

“We are available every step of the way to make the process of developing private label brand as frictionless as possible” De Kleine said.

“We provide an array of options to help you bring your brand to market, including trademarked names and fully developed brand packages, initial concepts and custom brand development,” said Brian Drivas, sales manager for the private and control label programs. “Sales materials, such as web sites, fact sheets and sales display collateral, are available for some brand concepts.”

Four Feathers is one of the few producers in the United States to offer traditional method sparkling wines to both private label and control label clients, De Kleine said. The company also offers alternative beverages, including low and no-alcohol wines, wine-based flavored beverages and ciders, and multiple packaging formats such as cans and bag-in-box options in addition to bottles.

Four Feathers also offers sustainable products in both its private label and control label services, developed under the guidance of Sustainable WA, Washington State’s first certified sustainability program.

“We understand that our retail and restaurant clients know what’s best for their customers, and we are dedicated to working closely and collaboratively with them to find the right mix of products, packaging and pricing from our private label and control label services to help turn their vision to a reality,” De Kleine said.

### **About Four Feathers Wine Services**

Four Feathers Wine Services provides best-in-class custom winemaking, alcoholic beverage production and packaging services to support our clients in creating and building brands.

Four Feathers Wine Services is a vertically integrated, family-owned winemaking company that farms 3,500 acres of wine grapes and makes and packages custom premium wines for nearly 300 clients nationwide at its state-of-the-art facilities in Prosser, Washington.

The company manages the process of custom winemaking from vine to bottle depending on the needs of each client. In addition to turn-key winemaking, Four Feathers offers a full range of services, all within its own state-of-the-art facilities.

For information about Four Feathers Wine Services, please see [www.fourfeathers.com](http://www.fourfeathers.com).

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