



Chateau Ste. Michelle

Media Kit



Introduction



As Washington's founding winery, **Chateau Ste. Michelle** invites you to discover the exceptional wines of the Columbia Valley, inspiring connection from our historic Chateau to your table.

Crafted for wine enthusiasts and wine lovers in the making, Chateau Ste. Michelle combines a terroir-driven style with boutique winemaking practices to create expressive, world-class wines that reflect the distinct character of Washington's Columbia Valley.

Winery Overview

For 60 years, Chateau Ste. Michelle has shaped the story of Washington wine, elevating the Columbia Valley to a world-class wine region through a blend of heritage and innovation.

Nestled in the rain shadow of the Cascade Mountains, this extraordinary region is defined by abundant sunlight, cool nights, and volcanic soils—conditions that create wines of remarkable complexity and balance.

As the state's founding winery, we have embraced the wild beauty and distinct character of this land, crafting wines that reflect its terroir while continually exploring its potential.

From the start, we have balanced Old World craftsmanship with a forward-thinking approach, always exploring what wines from Washington's Columbia Valley can become. Our historic Chateau in Woodinville, Washington embodies that spirit: a place where dedication and connection meet, where wine isn't just tasted, but experienced. Every bottle of Chateau Ste. Michelle captures the essence of a region that is unlike anywhere else—its landscapes, its character, and its endless opportunities. Whether enjoyed at the Chateau or shared around your table, our wines are an invitation: to discover, to connect, and to raise a glass to what's possible.

What Grounds Us



Visionary Heritage

Rooted in tradition and built on leadership, Chateau Ste. Michelle continues to shape Washington wine with expertise and vision.



Spirit of the Chateau

The Chateau is where the brand comes to life through immersive wine experiences, hospitality, and meaningful connection.



Quality that Defines a Region

Showcasing Columbia Valley terroir with winemaking practices at scale, Chateau Ste. Michelle sets the standard for Washington wine.

Heritage

Chateau Ste. Michelle put Washington State on the global wine map.

Founded in 1967, with roots reaching back to the end of Prohibition, Ste. Michelle became the region's first premium winery, setting the standard for innovation, terroir-driven winemaking, and award-winning craftsmanship. Today, it remains the most iconic name in Washington wine and a leader in shaping the future of American winemaking.

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1933

Pommerelle is established on December 5th in Seattle, minutes after the repeal of Prohibition



1934

National Wine Company (NAWICO) is founded in Seattle. Both companies begin making fruit wines



1951

NAWICO plants the first vinifera grapes in the Columbia Valley



1954

Pommerelle and NAWICO merge to become American Wine Growers (AWG), forming the largest winery in Washington state



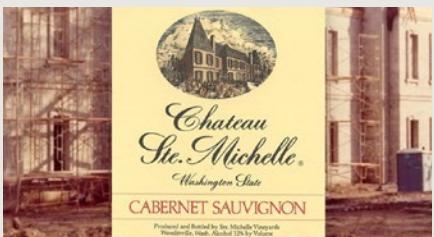
1967

American Wine Growers launches Ste. Michelle Vineyard wines



1973

Cold Creek Vineyard is planted



1976

The Chateau opens in Woodinville; the winery is renamed Chateau Ste. Michelle

1984

Chateau Ste. Michelle kicks off its outdoor Summer Concert Series

1991

Canoe Ridge Estate Vineyard is planted

Winemaking Philosophy

Washington offers something rare: incredible range, exceptional fruit, and the freedom to explore both.

Boutique at Scale

We blend traditional methods with innovation, including native yeast fermentation, fermentation in various types of vessels, and the use of over 70 barrel types, to craft wines with both artisanal character and consistency.

Columbia Valley Focus

Our grapes are from diverse sites across Washington's Columbia Valley, yielding wines with vibrant fruit, layered complexity, and regional expression.

Estate Vineyards

Our 2,200 acres of estate vineyards, including Cold Creek and Canoe Ridge Estate, form the backbone of our most distinctive wines.

Terroir & Precision Farming

Silt and sandy soils, low rainfall, and controlled irrigation allow us to farm with precision, tailoring stress to enhance concentration, flavor and structure of our red wines.

Sustainability

Our estate vineyards are 100% Sustainable WA certified. We prioritize soil health, biodiversity, and resource conservation, and use lighter packaging to reduce our environmental footprint.

After nearly 30 years in winemaking, I've learned when to rely on science and when to trust instinct. At Chateau Ste. Michelle, we honor tradition but don't hesitate to challenge it. Our goal is simple: to craft wines that are expressive, intentional, and distinctly of this place. Washington deserves a seat at the table alongside the best wine regions in the world, and we're here to make sure it has one.

*Cheers,
Katie Nelson
Head Winemaker*

Estate Vineyards

Two iconic estate vineyards showcasing the best of Washington's Columbia Valley AVA.

Our Cold Creek and Canoe Ridge Estate vineyards are benchmarks of Washington winemaking. Their distinct microclimates, mature vines, and consistent quality make them the foundation of Chateau Ste. Michelle's acclaimed wine portfolio.



Cold Creek Vineyard

- Established in 1973, Cold Creek Vineyard stands as one of Washington State's oldest and most acclaimed vineyards.
- Situated in the Columbia Valley, its sun-drenched, warm, and dry conditions, coupled with well-drained silty loam soils, produce small berries with concentrated flavors.
- The mature vines yield age-worthy wines with broad structure, deep color, and intense varietal character, particularly in Cabernet Sauvignon, Merlot, Chardonnay, and Riesling.
- Cold Creek has produced dozens of wines earning 90+ scores and has been recognized multiple times in Wine Spectator's 'Top 100 Wines'.

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Canoe Ridge Estate Vineyard

- Established in 1991, Canoe Ridge Estate spans 559 acres on a south-facing slope above the Columbia River in Washington's Horse Heaven Hills AVA.
- The vineyard's deep, free-draining sandy loam soils, combined with steady winds and moderated temperatures from the river, create ideal conditions for cultivating elegant, balanced wines with refined tannins and vibrant natural acidity.
- Canoe Ridge Estate is one of the only vineyards in the world to have earned a Wine Spectator Top 100 placement for three separate varietals: Cabernet Sauvignon, Chardonnay, and Merlot.

[LEARN MORE →](#)

Wine Portfolio



Columbia Valley

Approachable, food-friendly wines that balance Old World elegance with New World fruit, ideal for everyday enjoyment.

Varietals: Chardonnay, Sauvignon Blanc, Pinot Gris, Dry Riesling, Riesling, Harvest Select Sweet Riesling, Rosé, Cabernet Sauvignon, Red Blend, Merlot



Indian Wells

Lush, full-bodied wines with bold fruit and oak character, sourced from Washington's warmest vineyard sites.

Varietals: Chardonnay, Cabernet Sauvignon



Chateau Ste. Michelle LIGHT

Naturally lower in alcohol and calories, these wines deliver bright acidity, full flavor, and zero sugar.

Varietals: Chardonnay, Sauvignon Blanc



Single Vineyard

Site-specific expressions of Columbia Valley terroir: distinct, structured, and crafted for a true sense of place.

Canoe Ridge Estate Chardonnay, Merlot, Cabernet Sauvignon
Cold Creek Vineyard Chardonnay, Cabernet Sauvignon
Evergreen Vineyard Riesling



Artist Series

A Bordeaux-style blend, crafted for power and longevity. Each Artist Series vintage features the work of renowned artists on the label.



Estate Exclusives

Small-lot, age-worthy wines are available online and at the estate, highlighting winemaker expression and the Columbia Valley's finest vineyards.



Domaine Ste. Michelle

Crisp, celebratory sparkling wines made from Washington varietals, crafted for everyday toasts and special moments.

Varietals: Brut Bubbles, Luxe Brut

Package Evolution

The evolution of Chateau Ste. Michelle is a continuation—not a departure—from what has always defined the brand: heritage, craftsmanship, and a true sense of place.

Our new look is a tribute to that legacy, thoughtfully refined for today—something a little different, yet instantly familiar.

Debuting in early 2026, this refresh isn't about changing who we are, it's about telling our story with greater clarity. The updated labels deepen the connection to our heritage, highlighting the character of Washington's Columbia Valley and the quality inside every bottle. By blending classic elements with a modern touch, we've enhanced recognition and strengthened shelf presence, supporting the full breadth of the portfolio.

But Chateau Ste. Michelle has always been about more than what's in the bottle. From our historic Chateau in Woodinville to tables across the country, this evolution reflects our continued commitment to crafting exceptional wines and meaningful experiences. Wherever you raise a glass, you're sharing in the story of Washington's most iconic winery, one that continues to honor the past while shaping the future.



Streamlined labels that feel classic yet elevated, with details that nod to our history.

A **refreshed logo** that respects our heritage while allowing for more versatility and legibility.

Clear tier distinctions, making it easier to find the perfect bottle—whether it's the Columbia Valley lineup, known for its balance and value, or the bold, fruit-forward Indian Wells collection.

Strengthened quality perceptions by aligning Chateau Ste. Michelle's visual identity with the caliber of the wines.

Honors & Accolades



24-time
Top 100 Winery
of the Year
Wine & Spirits
Magazine



19 Wines
Named Top 100
Wines
Wine Spectator



Dozens
Of Awards From:
Wine Enthusiast
Wine Spectator
James Suckling
Vinous
Wine Advocate

Winery + Brand Honors

American Winery of the Year

Wine Enthusiast, 2004

Wine Brand of the Year

Market Watch Magazine, 2008

United States Wine Producer of the Year

International Wine & Spirit Competition, 2012

World's Most Admired Wine Brands (#13)

Drinks International, 2011

Canoe Ridge Estate Vineyard, Wine Spectator Top 100:

Wines named to Wine Spectator Top 100 for three varietals: Cabernet Sauvignon, Merlot, and Chardonnay, one of the only vineyards to do so.

Winery of the Year

Restaurant Wine Magazine, 2005

Pacific Northwest Winery of the Year

Wine Press Northwest, 2013

Washington's Most Respected Brand

Puget Sound Business Journal

Consistent 90+ Point Scores

Across the portfolio from top critics including Wine Spectator, Wine Enthusiast, The Wine Advocate, James Suckling, and Vinous

The Chateau Experience

Built in 1976 in the style of a French manor, the Chateau is where our story comes to life.



Tastings & Tours

From our featured flights to estate tours and private cabana rentals, our offerings showcase a wide range of styles, from classics to limited releases, all enjoyed on our 105-acre estate.

[EXPLORE TASTING EXPERIENCES →](#)



Food & Wine Experiences

Multi-course pairings, seasonal cooking classes, and our hands-on blending experience highlight the synergy between our wines and the Northwest culinary spirit.

[DISCOVER CULINARY EXPERIENCES →](#)



Summer Concert Series

For over 40 years, our Summer Concert Series has welcomed renowned artists to the Chateau's open-air amphitheater providing intimate performances.

[VIEW UPCOMING EVENTS →](#)



BLEND Experience

This signature experience lets experts guide you through creating your own red wine blend while tasting different varietals and discovering their attributes.

[EXPLORE BLEND EXPERIENCE →](#)



Wine Club

Chateau Ste. Michelle's club community extends the estate experience, offering early access to new releases and curated events that deepen engagement with the brand.

[EXPLORE OUR CLUB OFFERINGS →](#)



Private Events

From weddings and retreats to private dinners, the Chateau offers tailored experiences and full-service hospitality in one of Washington's most iconic wine settings.

[ALL PRIVATE EVENT OFFERINGS →](#)



Fast Facts

Chateau Ste. Michelle is Washington's founding winery and a driving force behind the state's global reputation for world-class wines.

For nearly 60 years, we've crafted award-winning wines that balance structure, complexity, and elegance—shaped by Washington's distinctive growing region and guided by Head Winemaker Katie Nelson. Our portfolio spans classic varietals, iconic estate vineyards, and small-lot releases that resonate with collectors and casual enthusiasts alike. Just outside Seattle, our scenic 118-acre estate in Woodinville invites guests to experience wine beyond the glass through immersive tastings, a dynamic culinary program, and our nationally recognized Summer Concert Series. With a legacy of innovation and deep respect for place, Chateau Ste. Michelle continues to raise the bar for Washington wine as an iconic, trusted, welcoming winery made to foster connections.

Overview

Founded: In 1967, with roots going back to the repeal of Prohibition in 1933

Location: Scenic historic estate in Woodinville, Washington

Estate Vineyards: Cold Creek (est. 1973) and Canoe Ridge Estate (est. 1991)

Winemaking Philosophy: Boutique at scale, blending traditional techniques and innovation

Sustainability: 100% of our estate vineyards are certified Sustainable WA.

Honors + Accolades

24-time Top 100 Winery of the Year

Wine & Spirits Magazine

19 Wines Named Top 100 Wines

Wine Spectator

Hundreds of 90+ Scores

From Top National Wine Publications

Most Awarded U.S. Winery

Wine & Spirits Magazine

People



Katie Nelson

VP Winemaking

[READ BIO →](#)



Taylor Butterfield

White Winemaker

[READ BIO →](#)



Joel Wright

Red Winemaker

[READ BIO →](#)



Meghan Morrill

Executive Chef

[READ BIO →](#)

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Additional Resources



Download Links

Winery Photos →

Winemaker Photos →

Estate Vineyard Photos →

Wine Portfolio Photos →

Winery Videos →



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