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FOR IMMEDIATE RELEASE

Contact: Stephanie Pemberton
Colts Marketing

O: 317-808-5144 C: 317-997-6900

Stephanie.Pemberton@colts.nfl.net

INDIANAPOLIS COLTS RELEASE LIMITED EDITION COLUMBIA VALLEY WINE TO HONOR NO.18

In celebration of one of the all-time greatest players in Colts' history, the Indianapolis Colts have partnered once again with Wine By Design (WBD), a marketing and management agency, to create a limited wine release, honoring No. 18. WBD called upon winemaker, sommelier and author, André Hueston Mack, of Maison Noir Wines, to craft the Ring of Honor wine using grapes grown in the Columbia Valley. For a list of local retailers and to purchase online visit, colts.com/wine.

"What an honor to be asked to create a special release celebrating one of the greatest players of all time. Sourced from Columbia Valley this bottle delivers a medium bodied wine with flavors of blackberries, cherries and spice," André said. "I have always been a huge sports fan and having this opportunity to use my wine to connect fans with one of the best Quarterbacks in history has been a very special project for me."

Given the response from Colts fans after last year's wine, celebrating the Team's 10th Anniversary of Super Bowl XLI, the Colts signed a new three-year partnership with Wine By Design. Starting with the Ring of Honor release, Wine by Design will develop a commemorative wine each season, creating an exciting and memorable experience along with a yearly collectible for Colts fans.

"With the success of our 10th Anniversary Wine last season honoring the Colts Super Bowl XLI victory, this year we wanted to give fans the chance to pay tribute to Peyton Manning himself with a one of a kind commemorative wine celebrating, not only his induction into the Colts Ring of Honor, but his phenomenal 18 year career," said Sr. VP of Business Development Matt Godbout. "We are excited to partner with Wine By Design to bring this opportunity to our Colts fans."

"Wine By Design is thrilled to continue working with the Colts on developing a wine program for their fans. We continue to see this exciting shift to wine consumption, which includes the sports fan. With our extensive network of winemakers and industry experts we are looking forward to bringing Colts fans premium wines and experiences, as wine and food becomes a mainstay pairing at tailgates," said WBD CEO Diane Karle.

About Wine By Design:



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Wine by Design (WBD) is a marketing and management agency, and the leader in delivering wine-based strategic services and premium wine solutions. WBD provides tailored brand experiences, limited wine releases, events and consulting. Founded by Diane Karle, WBD has offices in New York and Napa Valley, one of the most prestigious wine regions in the world, and home to many of its industry's leaders. WBD has cultivated a network of wine experts, suppliers and grape growers, which results in targeted business solutions. Visit winebydesignco.com to learn more.

Contact: Kristin Trimble, Wine by Design, ktrimble@winebydesignco.com