

FOR IMMEDIATE RELEASE

Abacela®

 Cru Selections

Abacela Winery announces a new partnership with Cru Selections.

Roseburg, Oregon, March 3, 2021 – [Abacela Vineyards & Winery](#), a Roseburg-based winery, announces a new wholesale distribution partnership with [Cru Selections](#), a Woodinville, WA based fine wine distributor.

Over the last twenty-five years, Abacela has produced an array of world-class wines from estate vineyards using sustainable viticultural practices and minimal intervention winemaking. Abacela will join Cru Selection’s portfolio of wineries and cideries of the Pacific Northwest and beyond with distribution throughout Washington state and Idaho.

Abacela’s General Manager Gavin Joll noted, “Abacela has a long history of support from wine lovers across the Northwest, who have embraced our innovative wines more than two decades. Cru Selection’s passion for small production, hand-crafted wines, professionalism, and success with Northwest brands make them an ideal partner. We look forward to working with their dedicated team and building our presence in Washington and Idaho.”

Cru Selections’ owner Guy Harris said, “We are excited to welcome Abacela into the Cru family! With our foundation being focused on representing Northwest wineries, adding Abacela helps us round out our portfolio with a winery that has established themselves as an icon in the industry. I look forward to a long lasting, successful relationship between our companies and people.”

ABOUT ABACELA

[Abacela](#) is a family-owned, estate winery located in southern Oregon’s Umpqua Valley. Earl and Hilda Jones founded Abacela in 1995 with a dream of growing and producing world-class Tempranillo, akin to the wines of the Rioja and Ribera del Duero. Similarities between the climate of the Umpqua and these famous growing regions in Spain are what drew them to Umpqua Valley. Abacela’s production includes Tempranillo, Albariño, Malbec, Grenache, Syrah, Tannat, and many other lesser-known grape varieties, including several traditional Portuguese grapes for their Port program.

ABOUT CRU SELECTIONS

[Cru Selections](#) is a premier fine wine and cider wholesaler focused on small production and hand-crafted with heart and passion from the Pacific Northwest and abroad. After 10 years of outstanding experience in wine distribution, Guy Harris recognized that wine consumers had a growing desire for local wines. Not only do they want access to smaller wineries, but smaller wineries need representation from a distributor who understands hand-crafted quality wines. In 2008, Guy opened Cru Selections, a company for people who make, support, and desire unique wines that are not mass-produced. In the past few years, Guy has transformed Cru Selections from a one-man operation servicing Seattle to a tight-knit team, distributing wine to all of Washington and Idaho.

For more information visit www.abacela.com.

Contact: Abacela, 12500 Lookingglass Rd, Roseburg, OR 97471

For Press Inquiries:

Abacela, Gavin Joll, gavin@abacela.com, (541) 679-6642, ext. 206

Crus Selections, Guy Harris, guy@cruseletions.com, (425) 483-9900