



REVELERS CLUB

Revelers Club Announces Expansion of Benefits with New Sip Wine Offering

70,500 Revelers Club members will receive discounts and rewards on exclusive Yellowhawk Resort and Sparkling House retail wine purchases and access to special events

SEATTLE, WA – March 29, 2022 – Revelers Club, the hospitality industry’s most generous loyalty program, today announced a new benefit available to each of the 70,500 members. Members earn and redeem rewards at all Revelers Club properties and receive additional benefits, including birthday and anniversary gifts, which increase at each tier level.

The new Sip offering provides benefits that are similar to a traditional wine club, without the commitment. Like the current Dine and Stay benefits of Revelers Club, members will now earn points and receive discounts on exclusive Yellowhawk Resort and Sparkling House retail wine offerings released throughout the year and enjoy access to events and other promotions.

“We greatly value the loyalty of our Revelers Club members and are always looking for ways to provide new benefits and special experiences for them. Adding the Sip benefit is an exciting new part of the program because it increases members’ abilities to earn rewards, celebrate with us at exclusive events and enjoy discounts on Yellowhawk sparkling wines,” said Chad Mackay, CEO, Fire & Vine Hospitality.

DINE, SIP and STAY Rewards and Discounts

The Revelers Club is free to join, and members receive birthday and anniversary gifts, discounts and rewards for every dollar spent when dining at all locations and purchasing bottles of retail wine from Yellowhawk Resort and Sparkling House, as well as retail wine purchases at restaurants including all El Gaucho locations, AQUA by El Gaucho, Aerlume, Witness Tree, Walla Walla Steak Co. and Crossbuck Brewing.

The program includes three tiers including Revelers, Revelers Prime and Gridiron. Rewards and gifts increase as guests reach a new level.

SIP			
BENEFITS	REVELER Simply Sign Up!	PRIME Spend \$1,500 in a calendar year	GRIDIRON Spend \$6,000 in a calendar year + 6 visits
Discounts on Yellowhawk wine retail purchase, either in store or on website	10%	15%	25%
Points for wine purchase	1 point for every \$1 spent on Yellowhawk wines (after discount is applied)	1 point for every \$1 spent on Yellowhawk wines (after discount is applied)	1 point for every \$1 spent on Yellowhawk wines (after discount is applied)
Annual free tasting flights at Yellowhawk Tasting and Sparkling House	Free tasting for 2	Free tasting for 4	Free tasting for 8
Invitation to exclusive events including spring and fall release parties.	•	•	•
Guaranteed early access to purchase Shindig tickets			•

DINE			
BENEFITS	REVELER Simply Sign Up!	PRIME Spend \$1,500 in a calendar year	GRIDIRON Spend \$6,000 in a calendar year + 6 visits
Points for Dining	•	•	•
Birthday Gift	\$75	\$125	\$175
Anniversary Gift	\$75	\$125	\$175
Charitable Giving		Ability to donate Reward Dollars to any charity of your choice	Annual donation of Chef's Wine Dinner for 4 valued at \$700 to any charity of your choice
Invitations to Exclusive Events		2/year	4/year
Preferred and Guaranteed Reservations, even on Holidays* *excludes private dining rooms			•

STAY			
BENEFITS	REVELER Simply Sign Up!	PRIME Spend \$1,500 in a calendar year	GRIDIRON Spend \$6,000 in a calendar year + 6 visits
Discount at Yellowhawk Resort	10%	15%	25%
Welcome Amenity		.	.
Late Check-Out Priority		.	.
STAY 10 NIGHTS AND EARN ONE FREE NIGHT			

Award-winning Yellowhawk Wines

The sparkling wine program at Yellowhawk Resort is led by George-Anne Robertson and will evolve over the coming years to include additional sparkling wine varieties, as well as the approachable three varieties of Bubbles. Two new releases will be announced on May 5, 2022. Yellowhawk is the first dedicated sparkling house in Walla Walla and provides something unique for locals and visitors, as well as a place of inclusion with other area winemakers.

The introductory packages are available [online](#), at Yellowhawk Resort and at all Revelers Club locations and include:

- **Sip 6-Pack:** Includes two bottles each of the Yellowhawk Bubbles White and Rose, and one bottle each of the Yellowhawk Bubbles Red and Sparkling Sémillon. Package includes a Yellowhawk tote and bottle stopper (\$14 value). \$198 before Revelers Club discounts.
- **Sip Sampler 4-Pack:** Includes one bottle each of Yellowhawk Bubbles White, Rose, Red and Sparkling Sémillon. Includes a Yellowhawk tote and bottle stopper (\$14 value). \$138 before Revelers Club discounts.

2019 Sparkling Sémillon

100% Double River Estate Vineyard Sémillon

Retail Pricing \$48.00

- Tasting Notes: Sémillon from the Yellowhawk Double River estate vineyard features hints of Meyer lemon and biscuits with bright and crisp tiny bubbles.
- Awards and Reviews: The Wine Panel: 90 Points in the +\$45 Category

Bubbles White

Retail Pricing: \$30.00

- Tasting Notes: A zippy and bubbly blend of Riesling and Pinot Gris from the Columbia Valley with crisp minerality and fresh floral notes. Flavors of lemon zest and tropical mangosteen balance the bubbles with bright natural acidity from the Riesling.
- Awards and Reviews:
 - 2022 Savor Northwest Wine Awards: Best of Class: 95 points
 - The Wine Panel: 93 Points in the \$25-\$35 Category
 - Rand Sealey's Review of Washington Wines: 18.5/20 points

Bubbles Rosé

Retail Pricing: \$30.00

- Tasting Notes: A blend of Rhone varietals brings aromas of ripe stone fruit and orange blossom with an underlying herbaceous note. Bright citrus flavors at first taste, with an earthy finish and complex mouth feel with small popping bubbles.
- Awards and Reviews:
 - 2022 Savor Northwest Wine Awards: Silver Medal
 - The Wine Panel: 91 Points in the \$25-\$35 Category
 - Rand Sealey's Review of Washington Wines: 18.5/20 points

Bubbles Red

Retail Pricing: \$30.00

- Tasting Notes Smoked meats and violets on the nose and plum and crème de cassis as the core flavors which come together with small ticklish bubbles.
- Awards and Reviews:
 - 2022 Savor Northwest Wine Awards: Silver Medal
 - The Wine Panel: 90 Points in the \$25-\$35 Category
 - Rand Sealey's Review of Washington Wines: 18.5/20 points

About Yellowhawk Resort and Sparkling House

[Yellowhawk Resort](#) is an 84-acre hillside retreat on Walla Walla's south side. The resort features a sparkling winery and tasting room with farm-to-table dining, swimming pool and cabanas, lodging and event space for weddings, reunions, and corporate retreats. As you enter the gate and wind up the hill to the estate house, the elevated setting provides a sweeping outlook on the fields of wheat, lush vineyards, and Blue Mountains. The property was purchased in December 2020 by Pacific Northwest hospitality leaders Dan Thiessen, Chad Mackay, Scott Clark, Philip Christofides and Paul Mackay and is part of the Revelers Club loyalty program. The sparkling wine program is led by winemaker George-Anne Robertson.

About Revelers Club and Fire & Vine Hospitality

Each [Revelers Club](#) location is unique to the community it serves, and all share the following attributes.

- Service – We provide every guest with a unique, unparalleled experience. We revel in celebrating lives.
- Quality - Our mission is to source the best in the world for our guests to enjoy.
- Community – Building a strong community through financial giving and sharing time and resources is a core company value.

Revelers Club is the industry's most generous rewards program designed to reward and honor our guest's loyalty and provide benefits at each location in the collection, including El Gaucho Seattle, Bellevue, Tacoma, Portland and Vancouver (2022), AQUA by El Gaucho, Aperlume, Yellowhawk Resort, Witness Tree lounge (2022) Walla Walla Steak Co. and Crossbuck Brewing in Walla Walla and opening in Woodinville, WA in 2022. Free to join, the Revelers Club shares birthday and anniversary gifts at each level of the program and members receive points for every dollar spent.

Revelers Club is managed by the Fire & Vine Hospitality team which provides operational leadership, culinary expertise and product sourcing, marketing and technology support for some of the Pacific Northwest's most iconic lodging and restaurants.

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