



For Immediate Release

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New Seasons Market's Malbec Wins Best Quality in South American Red Category at the International Salute to Excellence Wine Awards

May 28, 2024 (Portland, Ore.) – [New Seasons Market](#)'s private label Partners in Crime Malbec has been awarded Best Quality in the South American Red Category at the [International Salute to Excellence Wine Awards](#), hosted by the [Private Label Manufacturers Association](#) (PLMA).

The Partners in Crime Malbec, born out of a creative collaboration with Rodrigo Serrano, impressed the judges with its exceptional quality and distinct character, which is reflective of the rich terroir of Argentina's premier wine regions.

"We are thrilled and honored to receive this international recognition from the PLMA," said Greg Reiter, Program and Category Manager of Beer and Wine at New Seasons Market. "This award is a testament to our commitment to providing our customers with outstanding wines that showcase the skill and passion of their producers. Our partnership with Rodrigo has been instrumental in creating a Malbec that not only represents the best of Argentina while also resonates with the discerning palates of our customers."

The International Salute to Excellence Wine Awards recognize the best private label wines from around the globe, emphasizing quality, value and innovation in winemaking. Winning this award positions Partners in Crime as a leader in the private label sector and signifies the growing importance of such partnerships between retailers and wineries.

Partners in Crime draws its inspiration from New Seasons Market's existing Partner Brand, a private label with a purpose, where a portion of the proceeds are reinvested back into the community. The awarded wines are available at all New Seasons Market stores and focus on affordability without compromising quality, designed to deliver a variety of value wines for everyday enjoyment.

In parallel, New Seasons Market's premium private label, Overjoy, celebrates the heritage of the Pacific Northwest. Named to honor two of Portland's founders, William Overton and Asa Lawrence Lovejoy, Overjoy wines are produced in collaboration with top wineries in the Pacific Northwest and from around the world, promising to deliver joy and luxury in every bottle.

Both Partners in Crime and Overjoy showcase the grocer's dedication to offering a diverse range of wines, ensuring customers always have access to the best. Selections for each label are handpicked annually to meet the highest standards.

About New Seasons Market

New Seasons Market is a friendly neighborhood grocery store that believes great-tasting, local food has the power to build community and enhance lives. From taking care of its staff, partners, neighborhoods and the environment to growing a sustainable business, it's doing what it loves with a commitment to cultivating a strong community centered around food. Founded in

2000 by three families and 50 friends in Portland, Ore., New Seasons Market is now a team of nearly 2,700 passionate staff across 21 stores in Oregon and Washington, serving a unique mix of locally sourced and organic items, classic grocery favorites, chef-made grab and go meal solutions. New Seasons Market is proud of its progressive values—from offering industry-leading compensation and benefits to committing 10 percent of its after-tax profits to the communities it serves. For more information, visit www.newseasonsmarket.com.

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