



For Immediate Release

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CJ McCollum Solidifies Posture In Wine Industry With Announcement Of Second Wine

McCollum Heritage 91 will release a 2020 Willamette Valley Rosé in April

NEWBERG, Ore. (March 18, 2021) - Professional athlete and wine connoisseur CJ McCollum will release his second [McCollum Heritage 91](#) wine on April 5, a 2020 Willamette Valley Rosé. Solidifying his posture in the wine industry, the announcement of the Rosé comes after McCollum's first wine, a 2018 Chehalem Mountains Pinot noir, was released this past September and sold out in a mere 45 minutes.

"I am incredibly humbled by the positive response to our first vintage of McCollum Heritage 91. I was not prepared for the outpouring of support from my family, friends, colleagues, fans and wine lovers," said McCollum. "Based on what we saw this fall, it is abundantly clear that there is a demand for stories from brands like McCollum Heritage 91, and I'm eager to share the next iteration of our wine this spring."

McCollum Heritage 91 is a culmination of not only McCollum's passion for wine, but also his dedication to creating a brand that carries forward his legacy. Working in partnership with [Adelsheim Vineyard](#), he spent countless hours with winemaker Gina Hennen to refine his preferences and has been hands-on in every step of the process.

"In launching McCollum Heritage 91, I approach it very much like the basketball court. Both of these passions require a great deal of study, dissecting the complexities, learning the various strategies, understanding the competition and investing time to master the ins-and-outs," said McCollum. "And, of course, I practiced by tasting through some of my favorite wines from the Willamette Valley and beyond."

The 2020 Willamette Valley Rosé will be available for purchase on the [McCollum Heritage 91 website](#) and will retail for \$33, a reference to McCollum's uniform number on the court, 3. In addition to single bottle sales, gift boxes of the McCollum Heritage 91 2020 Willamette Valley Rosé will be available for \$110, and will include two bottles of the wine, two wine glasses and a wine tote. With 200 cases produced, like all Adelsheim vintages, McCollum Heritage 91 wines are LIVE certified sustainable.

The label name, McCollum Heritage 91, is not only a nod to his family, but “heritage” was McCollum’s childhood street name and “91” is a reflection of his own vintage, having been born in 1991.

High res logo, label, images and tech sheet available here: <https://tinyurl.com/w3l5qvfa>.

About McCollum Heritage 91

McCollum Heritage 91 is the creation of CJ McCollum. Having been introduced to wine in his early 20s, McCollum’s fortuitous move to one of the top wine regions in the U.S. led him to take his existing passion for - and knowledge of - wine to new heights. As reflected through his work both on-and-off the basketball court, leaving a legacy is greatly important to McCollum, and McCollum Heritage 91 is a reflection of bringing his passions to life and honoring his family name in the process. For more information, please visit: www.mccollumheritage91.com.

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