

689 CELLARS

PRESS KIT

Updated June 2025

689cellars.com

THERE'S A STORY IN EVERY SIP. MAKE IT A GOOD ONE.

689 Cellars was born from legendary nights and epic travels shared among friends who knew a good story — and a great wine — when they found one.

Founded by longtime wine industry friends Curtis McBride and Kent Rasmussen, 689 brings together a collection of crowd-pleasing California wines that reflect the joy, adventure, and connection that sparked it all.

The name 689 is inspired by Asian numerology: 6 symbolizes happiness, 8 stands for prosperity, and 9 means longevity — all good things we hope to share through every glass.

689 Cellars, a Certified California Sustainable Winery, sources fruit from sustainable vineyards across California's most celebrated regions — Napa Valley, Sonoma County, Mendocino County, Lodi, and Paso Robles — and crafts each bottle to bring people together and turn everyday moments into stories worth sharing.

FOUNDERS

Curtis McBride and Kent Rasmussen

MISSION

To collaborate with our vineyard partners to produce crowd-pleasing, fruit-forward wines that capture the enjoyment of a long, happy, prosperous life.

CERTIFIED CALIFORNIA SUSTAINABLE WINERY

Our sustainable commitment is CCSW-Certified. This certification adds a meaningful chapter to the 689 story — one that reflects our care for the planet, the craft, and the people who gather around our wines.

SOURCING

Napa, Sonoma, Mendocino, Paso Robles, Lodi, Russian River, and Monterey



**SIX EIGHT NINE****Raise a Glass to the Good Life.**

Happiness, wealth, and longevity inspire every aspect of our company, so it seems only fitting for Six Eight Nine to grace every label of our signature red and white wine blends.

**RAMSAY****Artistic. Elegant. Refined. Just like its founder.**

For nearly forty years, Ramsay wines have captured the spirit of California with approachable charm, enduring quality, and a refined style that deserves a spot in every collection.

**KILLER DROP****Drop in and enjoy life's most epic moments.**

Life is full of exciting challenges and adventures. All you have to do is pick one and go for it. With its intense, fruit-forward profile, every bottle is an epic tale waiting to be uncorked.

**SUBMISSION****Giving In Doesn't Mean Giving Up.**

When unexpected obstacles or situations stand in your way, Submission wines invite you to discover the surprising pleasure of letting go and letting things work out on their own.

**MASTER & SERVANT****Sit down. Sip. Savor. Now do it again.**

This decadent wine is made with the most succulent grapes on the market, creating a deliciously captivating drinking experience. Want more? Say, please.

**DEVIL'S CANDY****Stop resisting temptation. Savor every drop**

From the first cork pop to the last drop, you'll wonder where the seduction ends. She's gorgeous in the glass, luscious on your lips, and even better shared with your friends.

SUBMISSION

90+PTS
scores on
all varietals

**BEST BUY
ACCOLADES**
awarded to
all varietals



CABERNET SAUVIGNON

Full-Flavored. Easy To Love.

Big on flavor, smooth on the finish. Our Submission Cabernet hits all the classic California notes — blackberry, blueberry, and a hint of chocolate — in a style that's soft, round, and easy to love. A splash of Merlot brings a little extra plushness, like a welcome hug when catching up with an old friend.

Napa Valley, Sonoma, Lodi & Mendocino
RED WINE

95% Cabernet Sauvignon & 5% Merlot

AROMAS & FLAVORS

Blackberries, blueberries, cassis, dark chocolate & seasoned oak

MATURATION

Aged 10 months in 30% new French Oak

ALC/VOL

14.5%

SRP: \$16.99/btl



RED WINE

The “Can’t Decide” Crowd-Pleaser

When no one can agree on what to open, this is the bottle that saves the night. Submission Red brings bold Zinfandel fruit, a little spice and lift from Grenache and Malbec, and just enough structure from Petite Sirah to keep it all grounded. Juicy, smooth, and easy from the first pour to the last sip. Pull the cork, set it down, step back, and watch it disappear.

Napa Valley, Sonoma, Paso Robles
& Mendocino

BLEND

Grenache, Zinfandel, Malbec, & Petite Sirah

AROMAS & FLAVORS

Black cherries, blackberries, pepper & spices

MATURATION

Aged 10 months in 25% new French Oak

ALC/VOL

14.5%

SRP: \$16.99/btl

SUBMISSION

90+PTS
scores on
all varietals

**BEST BUY
ACCOLADES**
awarded to
all varietals



PINOT NOIR

Pinot That Keeps It Real

No Syrah. No Merlot. No messing around. This is 100% Pinot Noir — light, bright, and beautifully balanced. You'll taste juicy red fruit up front, followed by soft earth tones that round things out. Classic Pinot elegance, the way it's meant to be. Clean, expressive, and unapologetically itself.

Sonoma, Mendocino & Monterey

BLEND

100% Pinot Noir

AROMAS & FLAVORS

Red cherries, pomegranate, cranberries, lavender & earth tones

MATURATION

Aged 10 months in 20% new French Oak

ALC/VOL

13.5%

SRP: \$16.99/btl



CHARDONNAY

Our Stay-in-Your-Lane Chardonnay

Something special happens when you know exactly who you are — and don't try to be everything to everyone all at once. Our Submission Chardonnay brings old-world elegance and balance to the glass, with just the right touch of new-world richness on the finish. Think bright acidity, smooth texture, and that unmistakable California charm. Polished but never overdone. Not trying to impress — just Chardonnay doing what it does best.

Russian River Valley, Carneros & Sonoma

BLEND

100% Chardonnay

AROMAS & FLAVORS

Orange citrus, grapefruit, peach blossom & toasted almond

MATURATION

Aged 9 months in 75% stainless steel & 25% new French Oak

ALC/VOL

SRP: \$16.99/btl



RED WINE

The Name Says It All

Inspired by the adrenaline rush that comes when you catch an epic wave, this wine delivers that same boldness and intensity in every glass. Grenache is the star, full of rich, juicy fruit. Syrah adds depth and a little wildness. Petite Sirah brings it all home with power and structure. Big. Juicy. Balanced. It's the bold red wine you've been waiting for — drop in!

California

BLEND

Grenache, Syrah & Petite Sirah

AROMAS & FLAVORS

Chocolate-covered berries, stone fruit, and hints of dried herbs, spice, and new leather

MATURATION

Aged 12 months in 25% new French Oak

ALC/VOL

14.5%

SRP: \$29.99/btl

SIX EIGHT NINE



RED BLEND

The Sum of All Parts

Our flagship red brings together the spirit of old-school California field blends with classic 689 style. Zinfandel leads with bright fruit. Cabernet adds structure. Merlot brings softness. All the while, Syrah and Petite Sirah do the behind-the-scenes work of holding it all together. It's layered, lively, and low in alcohol — the kind of wine that keeps the evening and the conversation going. One glass leads to another, and just like that ... it's time for another bottle.

BLEND

Zinfandel, Cabernet Sauvignon, Merlot, and Petite Sirah

AROMAS & FLAVORS

Black cherries, blackberries, plum, licorice, and spice

MATURATION

Aged 12 months in French oak, 25% new

ALC/VOL

13.5%

SRP: \$17.99/btl



WHITE BLEND

The Balancing Act

Just like our 6-8-9 logo, this white blend is all about individual parts coming together as one. Sauvignon Blanc brings bright acidity, tropical fruit, and citrus zip. Chardonnay adds a touch of creaminess and a soft, mineral finish. Together, they strike a refreshing balance — lively but smooth, crisp but never sharp. Chill it down, pour it up, and let a little sunshine fill your glass.

BLEND

Chardonnay, Sauvignon Blanc, and Semillon

AROMAS & FLAVORS

Green apple, lemon and citrus

MATURATION

100% Pinot Noir;

Aged in 20% new French Oak

ALC/VOL

13%

SRP: \$17.99/btl

RAMSAY



CABERNET SAUVIGNON

Classic Cab, California Soul

Structured but easygoing, this Cabernet leads with rich blackberry, boysenberry, and earthy spice from vineyards across Napa, Mendocino, and beyond. A touch of Petite Sirah deepens the color and gives each sip a little edge. It's bold, balanced, and built for good meals, long talks, and another pour.

Fruits from Mendocino, Sonoma, Napa, Paso Robles, and Lodi

BLEND

Cabernet Sauvignon & Petite Sirah

AROMAS & FLAVORS

Black fruit complemented by cedar and herbs

MATURATION

Aged 12 months in 25% new French Oak

ALC/VOL

13.5%

SRP: \$16.99/btl



CHARDONNAY

Where Bright Meets Beautiful

This is Chardonnay with poise. Pear, green apple, and citrus blossom keep things crisp and fresh, while subtle tropical notes and a kiss of French oak add quiet richness. Smooth and vibrant with just the right snap — it's like bottling California's golden glow right before sunset.

Fruits from Sonoma, Mendocino, and the Russian River Valley

BLEND

100% Chardonnay

AROMAS & FLAVORS

Aromas of pear, green apple, citrus, and a touch of floral blossom

MATURATION

Aged 10 months in 20% new French Oak

ALC/VOL

13.5%

SRP: \$16.99/btl

RAMSAY



PINOT NOIR

Elegance That Doesn't Overthink It

This Pinot is all charm, no fuss. Raspberry and cassis lead the way, grounded by silky tannins, soft vanilla, and just a hint of oak. It's lively, graceful, and undeniably drinkable — a refined wine that makes every sip feel perfectly composed.

Fruits from Sonoma, the Russian River, and Monterey

BLEND

100% Pinot Noir

AROMAS & FLAVORS

Cherries, raspberries, and a touch of cassis

MATURATION

Aged 12 months in 25% new French Oak

ALC/VOL

13.5%

SRP: \$16.99/btl



MERLOT

The Quiet Charmer

Plum and dark cherry set the tone, followed by soft waves of chocolate, vanilla, and warm spice. This is Merlot at its most inviting — plush, polished, and quietly luxurious. It doesn't shout to be heard. It just shows up, pours well, and makes the moment better.

Fruits from Napa, Sonoma, Alexander Valley, Mendocino, and Lodi

BLEND

100% Merlot

AROMAS & FLAVORS

Notes of rich plum and dark cherry with a touch of sweet baking spice

MATURATION

Aged 12 months in 20% new French Oak

ALC/VOL

13.5%

SRP: \$16.99/btl

DEVIL'S CANDY



RED BLEND

Sweet and Sultry With a Touch of Sinful

Dark, ripe, and impossibly smooth, Devil's Candy blends Zinfandel, Cabernet, Petite Sirah, and Charbono into one seriously tempting pour. Notes of black raspberry, blueberry, and dark chocolate unfold over a full-bodied frame, with polished structure and a long, lingering finish you can't resist. Bold, rich, and unapologetically indulgent — a guilty pleasure by the glass.

BLEND

Zinfandel, Cabernet Sauvignon, Petite Sirah, Charbono

AROMAS & FLAVORS

Crushed blueberries, black raspberries, and dark chocolate

MATURATION

Aged 12 months in 25% new French Oak

ALC/VOL

14.5%

SRP: \$39.99/btl

PRESS CONTACT

Marie Christina Batich
mariechristina@thebrandleader.com

The Brand Leader | thebrandleader.com

2 Park Ave.
New York, NY 10016

920 Wade Hampton Blvd.
Greenville, SC 29609

689 Cellars

135 3rd St. Ste 100
San Rafael, CA 94901

@689cellars | 689cellars.com