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The White House Historical Association and Declaration Cellars Launch Exclusive America's 250th Anniversary Wine Collection and 1600 Club Subscription Program

The Newly-Launched Members-Only Subscription Wine Club Will Offer Wines from American Vineyards Inspired by Defining Moments in White House History

July 30, 2026 (WASHINGTON, D.C. and NAPA VALLEY, Calif.) — The White House Historical Association and Declaration Cellars today announced the launch of an exclusive premium wine collection and the 1600 Club, a members-only subscription wine club, created in partnership to commemorate America's 250th anniversary. Available exclusively at [Declaration Cellars](#), the official wine partner of the Association, the collection offers consumers a distinctive opportunity to experience exceptional wines inspired by the history, traditions, and enduring spirit of the White House.

This collection invites Americans to gather and celebrate their shared history. Each bottle is thoughtfully crafted from grapes sourced from America's celebrated wine regions and draws inspiration from the traditions, figures, and defining moments that have shaped the White House for more than two centuries. Each release is accompanied by beautifully curated stories that bring White House history into homes across the country, creating meaningful moments around the table with family and friends.

"This partnership with Declaration Cellars is a powerful example of the Association's commitment to sharing the rich history of the White House in innovative ways," said Stewart D. McLaurin, president of the White House Historical Association. "Wine has long played a special role in White House life and tradition. As we commemorate America's Semiquincentennial, this collection brings together exceptional American wines and the stories, traditions, and legacy of the People's House, offering Americans a unique way to engage with White House history and celebrate our shared ideals of liberty and excellence."

Elegantly presented with labels inspired by the Association's historic ornamental designs bearing its signature logo, each bottle reflects a shared commitment to preserving and celebrating America's history.

The inaugural collection includes:

- [Eagle Talon](#) — 2023 Cabernet Sauvignon, California
- [Land of the Free](#) — 2021 Chardonnay, Napa Valley
- [The Architect](#) — James Hoban Reserve — 2021 Pinot Noir, Russian River Valley, Sonoma
- [America's 250](#) — 2020 Cabernet Sauvignon, Napa Valley
- [Declaration Reserve](#) — 2019 Red Wine, Napa Valley

Wine enthusiasts are invited to become members of the [1600 Club](#), Declaration Cellars' exclusive membership program, which provides first access to new releases, limited-production wines, preferred pricing, exclusive events, and curated experiences. Members are automatically enrolled in the [WinePlus Loyalty Program](#), where every qualifying purchase earns valuable rewards and elevated benefits. New members who sign up by Aug. 20, 2026, will receive two stainless steel wine tumblers and a wooden handle wine key as a special welcome gift, as well as free shipping on their first order.

“It is a tremendous honor to collaborate with the White House Historical Association to create wines that honor America's 250th anniversary,” said Brandon R. Chaney, chief executive officer of Declaration Cellars. “Crafted with premium grapes from California's finest regions, these wines embody the spirit of excellence and storytelling that defines both our nation's wine heritage and the legacy of the White House. Through the 1600 Club, we invite enthusiasts to join us in raising a glass to this historic milestone and the stories that unite us.”

Additional releases are planned for Fall 2026, including Lady Liberty Napa Valley Rosé, Eagle Talon Reserve Napa Valley Cabernet Sauvignon, and the highly anticipated Amici della Casa Bianca Napa Valley Super Tuscan.

While consumers are able to purchase the inaugural collection directly, select wines are expected to expand into retail and fine dining channels beginning in late 2026 and throughout 2027.

About the White House Historical Association

Founded in 1961 by First Lady Jacqueline Kennedy, the White House Historical Association is the nonprofit, nonpartisan organization entrusted with preserving and sharing the history of the White House. Supported entirely by private philanthropy and the sale of educational books and products, the Association reaches millions of students, teachers, and lifelong learners through research and scholarship initiatives, public programming, and the authoritative titles published by its independent press. Throughout each presidency, the Association works with the Offices of the First Lady and the White House Curator to acquire and preserve historic objects for the White House Fine and Decorative Arts Collection. The Association also operates The People's House: A White House Experience, a free, immersive, educational museum in Washington, D.C., which welcomes hundreds of thousands of visitors annually. To learn more about the White House Historical Association, please visit <https://www.whitehousehistory.org/>.

About Declaration Cellars

Declaration Cellars is the official wine brand of the White House Historical Association, developed in partnership to celebrate America's 250th anniversary. The collection features wines of elevated quality, thoughtfully crafted to embody liberty, legacy, and American excellence, with each bottle serving as a vessel for narratives tied to the White House's architecture, pivotal moments, and inspiring ideals. For more information and to join the 1600 Club, visit www.declarationcellars.com.