



## BLEDSOE FAMILY WINERY TRADE & MEDIA KIT 2021

### OUR STORY

Our story starts and remains centered around our amazingly beautiful hometown in Walla Walla, Washington. Recognized as an agricultural center for generations, the Walla Walla Valley will likely always be remembered for its sweet onions, crisp apples, and bountiful wheat fields. . . but its wine grapes that are now (rightfully!) taking center stage. Consistently being recognized as a place where some of the nation's best wines are emerging from, the valley's ancient history is largely to credit for providing a canvas for exceptional winemaking.

Diverse topography carved from the volcanic eruptions of the Miocene age (15 million years ago) and the great Missoula floods (15,000 years ago), paired with the soil terroirs resulting from these events, are also largely responsible for the unique ability for us to grow a number of different varietals all with balance, elegance and that are, of course, delicious.

So, if you don't already know, you may be wondering why we call Walla Walla home? Naturally, our winery and vineyards are there but the reason that they are there has everything to do with Drew and Maura Bledsoe. Drew Bledsoe was raised in Walla Walla, Washington. He played football as a kid, not knowing that one day that would bring him to the heights of the field. After a storied stint at Washington State University, he began his NFL career in 1993 as a first overall pick in the NFL. When he left Washington, his hometown only had a mere seven wineries, but when he returned fourteen years later in 2007, seven wineries had blown up to around seventy wineries. Walla Walla had transformed seemingly overnight into the winemaking capitol of the Pacific Northwest while this Walla Walla boy was out of town. Hometown proud and huge enthusiasts of wine, Drew and Maura wanted to become a part of these great changes and were determined to "double back" to his hometown to help sustain the growing industry with their teams. Fittingly, the first wine made was under our still, highly coveted, Doubleback label. A true expression of the best our Walla Walla Valley Estate Cabernet Sauvignon vineyards have to offer, the Doubleback brand remains an obsession in the pursuit of making America's best Cabernet Sauvignon.

As is true in all close-knit communities, the relationships you forge are everything. When Drew and Maura looked at jumping into wine, they hired Josh McDaniels, now CEO and Director of Winemaking, away from Figgins Family Wine Estates where he had trained for almost a decade. Josh, also a Walla Walla native, has been named a "Washington Prodigy" and a "Game Changer of Washington Wine" by Wine Enthusiast Magazine. It's the collaboration of ideas and competitive partnership between Josh, Drew and Maura that really creates the magic. Since founding Doubleback, we've expanded our lineup beyond Doubleback to include Bledsoe Family Winery, as well as our brand-new Bledsoe|McDaniels project focused primarily on superb Willamette Pinot Noir. Bledsoe Family Winery is a celebration of the Walla Walla Valley. Through our wines, you can literally taste much of what our hometown has to offer.

The climate and terroir of the Walla Walla Valley has incredible potential with a range of different grape varietals, so really, we'd be limiting ourselves and what we could offer you if we just stuck to making one Cab-dominant wine. Unlike Doubleback, our Bledsoe line includes the savory flavors of our Stolen Horse Syrah, our bright and summery Healy Rosé, our crisp and minerally Elizabeth Chardonnay, as well as our Bledsoe Family Cabernet and our Bledsoe Family Wine – a delicious, medium-bodied red blend.