



205 N. College Ave. Indianapolis, IN 46202  
PH: 317-636-4516 . FAX: 317-974-0128 . [www.easleywinery.com](http://www.easleywinery.com)  
Press Contact: Meredith Easley

In 1974, Indianapolis attorney Jack Easley and his wife, Joan, bought a historic brick building at the corner of College Avenue and Ohio Street in Downtown Indianapolis. That fall they crushed the first harvest of grapes from the vineyards they'd planted in 1971 along the Ohio River, creating the first Easley Wines.

Today the Easley Winery has outgrown its own vineyards, making more than 20 wines and Indiana champagne, plus mead and several fruit wines. Winemaker Mark Easley, the late Jack Easley's son, has won Double Gold awards for his wine from New York to California. The winery is decidedly a family business. Joan Easley still greets customers seven days a week, and Mark's wife, Meredith, handles marketing and sales responsibilities. Mark and Meredith's three young daughters can often be seen playing in the winery or wine garden.

The winery hosts many special events including Taste of Downtown which hosts over 10,000 visitors to the winery in one day. "Groovin in the Garden" which features free music in their winegarden every Tuesday and Saturday from May through September. Some of the area's best jazz musicians have made an Easley appearance.

Easley's new Reggae wines have taken off with startling speed. "We introduced Reggae Red in 2003 as a sweet fun wine," Meredith says. "It became so popular that we introduced Reggae White and Reggae Blush more recently," she adds. Meredith admits that part of Reggae Red's popularity is attributed to customers discovering that pouring the wine over ice and adding coconut rum results in a delicious drink called "Reggae Jam".

The winery's banquet room, The Arbors, is frequently booked for receptions, fund raisers and recognition events. The room seats 80 and service is provided by the winery's 15 employees and various caterers.

Easley Wines have won important awards in recent years. The winery's Governor's Cabernet 2002 won a Double Gold at the prestigious San Francisco International Wine Festival, the first Indiana winery to win the judges' unanimous accolade.

**Easley Dry Wines & Suggested Food Pairings Include:**

- 2005 Governor's Merlot, smooth, delicious texture 2006 Gold Medal Tasters Guild: Big dish of Spaghetti Bolognese with plenty of garlic bread.
- Governor's Cabernet, earthy, excellent, full mouth feel: Beef Tenderloin
- Governor's Chardonnay, traditionally made with a hint of Vidal Blanc: Indiana Pork Tenderloin seasoned in Shoup's and plenty of onion.

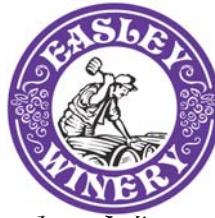
**Easley Semi-Sweet Wines & Suggested Food Pairings Include:**

- Barrel White, fruity, a 2005 Double Gold Winner Connecticut Wine Lover's Competition: Crab Cakes
- Barrel Red, grapey, smooth and not as sweet as Reggae Red: Spicy Chili
- Reggae White, Fresh grape taste: Lemon Basil Chicken
- Reggae Blush, Juicy burst of fruit, a happy wine: Bratwurst and a smile.
- Reggae Red, Smooth & sweet, all time favorite: Pizza or Gumbo
- Cayuga, Light & refreshing: Assorted cheese, pears & French bread.

**Easley Specialty Wine**

- Warm Mulled Wine, sweet red wine with apple, honey, and spices that is served warm like tea.

The Easley Winery is open Monday through Saturday from 9 am to 6pm; Sunday from noon to 4 pm. Winery tours are given on Saturday and Sunday and parties can be booked by calling Meredith Easley at 317-636-4516.[www.easleywinery.com](http://www.easleywinery.com)



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Press Contact: Meredith Easley

- Easley Winery is the oldest family owned winery in the state of Indiana, 2<sup>nd</sup> Generation Winemakers
- Easley's Reggae Red Wine ranked 29 on the Nelson's Index of most popular wines in Indiana.
- Easley offers free wine tasting 7 days a week:  
Monday – Saturday: 9am – 6pm Sunday: 12-4  
*Wine Available for Sale on Sundays at Easley Winery*
- Free winery tours available on weekends, we produce our wine from grape to glass!
- The onsite banquet room, The Arbors, is available for parties and events of up to 80 guests
- The Groovin In The Garden free summer concert series takes place May through September in the Wine Garden at Easley Winery.
- Meredith Easley, co-owner, is an office holder in the Indiana Wine Guild, and is able to provide insight on current news stories affecting the wine industry such as shipping regulations, wine trails, and more.
- Easley Winery hosts a *free* festival each year, The Taste of Downtown (August 11, 2007), to expose local and out-of-town guests to the diverse businesses of downtown Indianapolis.
- Wine should be fun! Easley Winery is THE place to learn about and enjoy wine in a fun atmosphere.



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Easley Family Winery  
 Mark, Madeleine, Joan, MaryJo, Maggie & Meredith Easley

### **Joan Easley**

Joan Easley founded Easley Winery in 1974 with her late husband Jack Easley. Joan and Jack found Cape Sandy along the Ohio River in Southern Indiana in 1971, and they decided it would be the perfect place to grow grapes. A perfect winery, an ice creamery was found on the corner of College and Ohio Street to make and sell the wine, and Easley Winery was born. Joan is still active in the winery, and still overseas the sacramental wine sales to churches all over the state of Indiana.

### **Mark Easley**

Much to his parents' dismay, Mark chose to follow in his parents' footsteps to become a winemaker and co-owner of Easley Winery. He loves the challenge of operating a winery and crafting the wine that every person will enjoy. The pursuit of making a great wine is a joy he hopes his daughters will embrace. He creates 30 different varieties of wines.

### **Meredith Easley**

Meredith has been involved in the operations of the winery since she met Mark, and joined the winery team full time in 2000. A background with the city of Indianapolis 500 Festival and the American Red Cross all prepared her to take over the marketing, taste room sales, banquet room bookings, and distributor wine sales. Her passion, other than family, is coordinating the Taste of Downtown street festival and the Groovin in the Garden concert series.



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Easley Winery has a large digital photo library with descriptions and we would be happy to provide access to those photos to any press wishing to highlight Easley Winery in their stories or those simply doing research for a story. Please contact Meredith Easley at 317-636-4516 to receive access to this online database. A sampling of what is available:



Easley Family Winery – Fun With Wine!



Taste of Downtown 2006 – Free Wine & Food Festival



Harvest time is excellent to come by and take a tour!



Larry scrubbing a grape box during harvest.



Easley Winery on the corner of College & Ohio



Groovin in the Garden Concert Series

## Recent Press



205 N. College Ave. Indianapolis, IN 46202  
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Martinez, Kimiko. "Grape Escapes" Intake 2 June 2005  
<http://www.intakeweekly.com/articles/8/022703-1798-156.html>

**Growth of Easley is vintage success story**

Indianapolis Star, The (IN)

October 5, 2006

Author: John Ketzenberger

**Easley Winery's** westward expansion has gone so far west it has gone East. Far East, as in Taiwan.

The Downtown **winery** sold 880 cases of its new Reggae Blush wine to Jack and Lu Wu, who operate Bright Time Enterprise in Taiwan. Now shoppers in grocery stores there can get the same Indiana wine Hoosiers can pick up at grocery stores here.

Well, the label's different. It has been translated to Chinese.

"We're still trying to learn how it works over there," said Mark **Easley**, the second-generation owner of the 32-year-old **winery**. That's why his wife Meredith, the company's marketing director, is in Taiwan this week as part of Lt. Gov. Becky Skillman's trade mission.

The lieutenant governor arranged a function in May that led to the first shipment to Taiwan. **Easley** and Oliver, a Bloomington **winery**, poured their wines during dinner for a Taiwanese delegation visiting the Downtown Conrad Hotel. The delegation was on its way to Chicago for the Food Marketing Institute's show.

"It was really interesting to see what foreign food buyers thought of our wines," said Jeanette Merritt, marketing specialist with the Indiana Wine Grape Council at Purdue University. Indiana has 34 **wineries**.

They thought enough to buy two shipping containers' worth from **Easley** and Oliver. "When we heard they wanted to buy some, we were wondering how much. Twenty cases?" Merritt recalled. "Meredith called me the next week and said, 'We're going to have to make more wine.' "

Three years ago the company produced about 4,000 gallons, Mark **Easley** said. This year it will produce 46,000. It will have pressed about 300 tons of grapes when it's finished with this year's crop about Oct. 25.

And about 80 percent of those grapes are grown in Indiana. Aside from consuming all of the grapes produced on **Easley's** 14-acre Crawford County farm near the Ohio River, the **winery** buys from seven other growers across Southern Indiana. Most of the rest come from Michigan.

Since hooking up with distributor National Wine & Spirits about 18 months ago, **Easley** is selling its wine in the surrounding states and New York. **Easley** got a big boost from cracking Meijer and Wal-Mart, in addition to sales through Marsh and Kroger.

It's part of a growth strategy that broke **Easley** out of the realm of boutique **winery**. "It came down to economy of scale," Mark **Easley** said. "For us, the way it was before was not financially viable."

Oliver is by far the state's biggest **winery**, producing about 450,000 gallons annually. **Easley** is next at about one-tenth the production, followed by Huber Orchard and **Winery**, which does about 35,000 gallons in Southern Indiana. Production in the state last year was up 15 percent over 2004, Merritt said.

Based in a former creamery at College Avenue and Ohio Street, **Easley** is "growing into the facility that we have," Mark **Easley** said. That makes Catherine LaCrosse happy, since it means the National Wine & Spirits exec will have more wine to sell. "It feels good to sell **Easley** wine because they have so much integrity," she said. Not to mention labels in Chinese.

Catch John Ketzenberger on WTHR's 6:30 a.m. news every Tuesday and Thursday. He can be reached at (317) 444-6081 or at john.ketzenberger@indystar.com.

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Dateline: 01) Indianapolis - Marion County

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***In the know, on the go -  
10 things you should know about the city outside the RCA Dome***

*Indianapolis Star, The (IN)*

*March 31, 2006*

*Author: Kelly Kendall*

Sometimes it's the little things about a city that end up defining your trip: the crazy cab drivers, the perfect pizza, the fruitless quest for aspirin at 3 in the morning.

Here's the stuff we'd want to know about Indy if we were visiting:

1 Where to find Wi-Fi hot spots: Monument Circle is one, and a list of other Downtown locations with wireless Internet access is at [www.indydt.com/wirelessinternet.html](http://www.indydt.com/wirelessinternet.html).

2 Where to buy stuff in the middle of the night: CVS, 1744 N. Illinois St., (317) 923-1491. Hit Downtown's only 24-hour pharmacy for emergency goods. Other CVS stores closer to the city center close at 6:30 or 7:30 p.m. Another good source for the basics: O'Malia's Food Market, 320 N. New Jersey St., (317) 262-4888, but it closes at 9 p.m. Sunday and 10 p.m. the rest of the week.

3 Where to shop, eat and poke around: Massachusetts Avenue, home to five theaters, along with tons of independently owned restaurants, bars, shops and galleries. Get a printable district guide at [www.discovermassave.com](http://www.discovermassave.com) (under "About Mass Ave"), or just start walking. A few of the highlights: Scottish specialties like haggis plus an array of vegetarian entrees at MacNiven's Restaurant, 339 Mass. Ave., (317) 632-7268; sun-dried tomato pesto torte at Hoaglin to Go Cafe & Marketplace, 448 Mass. Ave., (317) 423-0300; mod and eclectic home decor at At Home in the City, 434 Mass. Ave., (317) 955-9925; the more than 62 beers at the Rathskeller, a few steps from Mass. Ave. at 401 E. Michigan St., (317) 636-0396; and nightly jazz at the Chatterbox Tavern, 435 Mass. Ave., (317) 636-0584.

4 Where to park: Get a guide to more than 66,000 Downtown parking spots organized by attraction and region at [www.indydt.com](http://www.indydt.com), the Web site for the tourism group Indianapolis Downtown Inc.

5 Where to mingle: There's no shortage of sports bars here, but for times when you'd rather have a cosmopolitan than a Coors, head one block west of Conseco Fieldhouse to the area that's become Martini Bar Central. Four cool ultra-lounges have opened in the past year in the 200-300 block of South Meridian Street.

See the bar list on Page V19.

6 Where to get coffee, besides Starbucks: A couple of the more linger-worthy Downtown coffeehouses are the Abbey, which often has live music nights, 825 N. Pennsylvania St., (317) 269-8426, and Corner Coffee, which boasts free Wi-Fi, 251 E. 11th St., (317) 916-9805.

7 Where to work out: Hoofing it from your hotel to Conseco Fieldhouse not enough of a workout? A one-day gym membership is \$6 at the Indiana University Natatorium or \$12 at the National Institute for Fitness and Sport. The Natatorium offers passes to its fitness center, aerobics classes or swimming pools; it's at 901 W. New York St., (317) 274-3518, [www.iunat.iupui.edu](http://www.iunat.iupui.edu). NIFS offers lots of classes, including aerobics, cardio kickboxing and mat pilates, plus plenty of exercise machines in its 65,000-square-foot fitness center. NIFS, 250 University Blvd., (317) 274-3432, [www.nifs.org](http://www.nifs.org).

You also could join joggers and bicyclists on the Canal Walk, approximately 1 1/2 miles of gardenlike oasis just a few blocks from the center of town. A good place to start is the Indiana State Museum, where an outdoor steam clock toots out "Back Home Again in Indiana" every 15 minutes. It's at 650 W. Washington St., (317) 232-1637, [www.in.gov/ism](http://www.in.gov/ism).

8 Where to go for great city views: For a free gander, head up to the Observation Deck at the City-County Building, 200 E. Washington St. (you'll take the service elevator, just east of the main elevators, and will have to clear security, so leave pepper spray and such behind or have it confiscated). It's open from 10 a.m. to 3 p.m. Monday to Friday; call (317) 327-4343. Lots of people head to the top of the Soldiers & Sailors Monument in the center of Monument Circle. Or have a drink while enjoying 360-degree views of the city at the Eagle's Nest, the revolving restaurant at the top of the Hyatt Regency hotel, 1 S. Capitol Ave., (317) 231-7566. Dress code is "smart casual," as in sport coats and no jeans or sneakers.

9 Where to get a massage and manicure: The eminently efficient Studio 2000 is an Art Deco oasis on Monument Circle, discreetly tucked above the Starbucks next to the Hilbert Circle Theatre; call (317) 687-0010 or go to [www.studio2000spa.com](http://www.studio2000spa.com). Or get your sugar scrub a few blocks away from the city center at Complexions Salon & Day Spa, 735 Mass. Ave. (317) 423-9000, [www.complexionsspa.com](http://www.complexionsspa.com).

10 Where to sample a Sauvignon: Free wine tastings are held every day at **Easley Winery**, 205 N. College Ave. (317) 636-4516. A few blocks southeast of Downtown, in the Fountain Square District, tastings of several vintners' wines are held every Wednesday at 6 p.m. at Deano's Vino, 1112 Shelby St., (317) 423-3154. Tickets are \$5.

Call Star reporter Kelly Kendall at (317) 444-6466.

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**Summertime on Easley Street**

Local jazz musician, Larry Greene to appear at Easley Winery for a free concert on Tuesday, June 19<sup>th</sup>, as part of the Groovin in the Garden concert series. Other musicians scheduled to perform throughout the summer include Ann McWilliams, Acoustic Catfish, Burke & Taylor, Mary Moss, and more. Free delivery from .....

- What does it cost to attend Groovin In The Garden?
- What days of the week is Groovin in the Garden held?
- What are the times that the musicians play in the wine garden?
- Who is scheduled to perform at Groovin in the Garden for 2007?

**Free Wine & Food Festival to Promote Downtown Businesses**

August 11, 2007 will be the date for the 2007 Taste of Downtown to take place at Easley Winery located on the corner of College and Ohio streets in downtown Indianapolis. This festival will raise money for Gleaner's Food Bank with its dunk tank. Local artists will display their work as well as 6 area restaurants will offer a variety of food options available for purchase.....

- How much does it cost to attend Taste of Downtown?
- Is this a family event, what is there for the kids to do?
- How can attendees benefit Gleaner's Food Bank?
- What types of vendors are going to be present at the event?

**Central Indiana Wineries Celebrate With Bar-b-Que**

Members of the Indy Wine Trail are hosting a bar-b-que festival on June.....

- What is the Indy Wine Trail?
- Who are the members of Indy Wine Trail?
- What incentive is there for wine lovers to participate and attend wineries on the Wine Trail?
- What other events should we be aware of in regards to the Indy Wine Trail?

**Local Indiana Business Goes Global**

Meredith Easley has recently returned from a trip with Lt. Gov. Becky Skillman to Taiwan where she was visiting possible vendors for their Indiana wines.

- What wines were popular with the people of Taiwan?
- How has you business been impacted by the opportunity to sell globally?

**Fun Drink Popular With a Wide Variety of People**

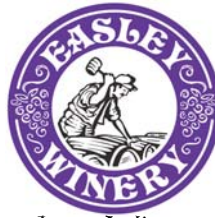
Reggae Jam is gaining popularity with a crowd ranging from young to old. Take one part Easley Winery Reggae Red & mix with .....

- What type of gathering would Reggae Jam be good for?
- What foods or hors d'oeuvres would you serve with Reggae Jam?
- What other drinks would be good to serve if not all guests are mixed drink lovers?

**Need a Unique Gift? Think Personalized Wine Labels!**

Practically any image, picture or idea can be turned into a label to go on your favorite Easley wine. Easley Winery has been crafting unique labels for practically any occasion expressing everything from thank you, congratulations, happy birthday, and more. Events popular for personalized wine labels include: weddings, engagements, promotions, rehearsal dinners.....

- How long does it take to have a personalized wine label created?
- How expensive is it to have a wine label personalized?
- What kind of wine can you have a personalized label put on?



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For additional information regarding Easley Winery, or to clarify any subjects or facts you wish to explore and possibly write a story for, please contact Meredith Easley.

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