

EASLEY WINERY PRESS RELEASE

EASLEYWINERY.COM

August 1, 2014

FOR IMMEDIATE RELEASE

Contact: Priscilla Hataway Project Manager, Easley Winery
317-636-4516 Priscilla.Hataway@EasleyWinery.com

EASLEY WINERY CELEBRATES 40 YEARS

A history of excellent winemaking and growth in Indianapolis

August 1, 2014 (Indianapolis, IN) - Many wonderful things were introduced in 1974: pocket calculators, UPC scanners, MRIs, the Sears Tower, *Blazing Saddles*, and "the robot" on *Soul Train*. Meanwhile, Jack and Joan Easley stood alongside their children and opened the doors to Easley Winery for the first time. In that moment, they would not have envisioned that the business they worked so hard to start would be growing, thriving, and supporting their family 40 years later. During the 1960s, Jack and Joan along with seven other Indiana families worked to overturn the state prohibition laws and started a statewide association that is now known as the Indiana Winery and Vineyard Association. In 1974, Jack and Joan purchased and planted a vineyard they named Cape Sandy on a horseshoe bend of the Ohio River in Crawford County, IN. The family travelled the 152 miles on a weekly basis to tend to their wine grapes while operating the winery at its current location in Downtown Indianapolis.

Their son, Mark Easley, grew up working in the vineyards and the winery, developing a natural love for grapes and winemaking. In 1997, it was time for another generation to take the helm. Mark and his wife Meredith travelled all over the U.S. and Europe, researching different wine business models and best practices. They decided to accept the challenge of taking Easley Winery from a small estate winery into a multi-state wholesale-based wine business. To do this, the Cape Sandy vineyard was closed and the Easley's developed relationships with experienced, multi-generational Indiana growers, allowing the Easley's to focus on wine quality and customer needs.

Over the years, the Easleys developed additional wine brands. The Reggae Wines brand was released in 2005 and is now the #11 selling wine in Indiana, garnering Best of Class and Gold Medals from wine competitions coast-to-coast. Winemaker Jeff Martin joined the team in 2006 and has gained national recognition for his ability to master Traminette wine, made from Indiana's Signature Grape. In 2014 alone, Easley Traminette has won Best of Class in the San Francisco Chronicle Wine Competition and Best Indiana White Wine at the Beverage Testing Institute Wine Competition along with two Double Gold and 5 Gold Medals in wine competitions across the country. Easley Winery marked another milestone with the May 2014 release of Sweet Tulip Wines, their newest wine brand. These wines have already won multiple Gold Medals in the Pacific Rim International Wine Competition in California and gained multi-state distribution.

Today, Mark and Meredith Easley along with their three daughters proudly carry on Jack and Joan's legacy. The winery employs 32 Indianapolis residents and serves over 75 Indiana charities through their wine donation program. In 2013, the winery staff will pour wine at over 180 events throughout the Midwest. Easley Winery now produces five wine brands: Easley, Kauffman's, Reggae Wines, Jubilee fruit wines, and Sweet Tulip Wines. Their wine brands are available for purchase in Indiana, Ohio, Illinois, Michigan, Kentucky, Virginia, Maryland, and New York. The downtown tasting room is open daily for tastings and wine sales, with free Grape-to-Glass tours on weekends. Stop by between 2-5pm on Saturdays from May-September for Groovin' in the Garden, a free summer concert series. For more information on Easley Winery, the Downtown Indy tasting room, or where to find their wines, please visit EasleyWinery.com or call 317-636-4516.



EASLEY WINERY 205 N. COLLEGE AVE DOWNTOWN INDY 317.636.4516



Pictured Left: Jack and Joan Easley with their first wine order in 1974
 Pictured Right: Mark and Meredith Easley in their southern Indiana vineyards.