

GROWING TENACITY

BY DYLAN BAILEY

Rust to Renaissance

Flash back to 1970s rust-belt “Nap Town” when a special couple, Jack and Joan Easley, looked at their hometown and saw more than a depressed, socially vacant metropolis. The Easleys saw an opportunity to breathe culture and life into the city they called home. Together with their young family, they shouldered all the risk and uncertainty of starting a small business. And now, 42 years later, Indianapolis has a craft wine oasis – a full-production, “Grape to Glass” winery in the heart of downtown. Easley Winery offers live music singing the song of urban buzz every weekend in the summer and prides itself on creating unforgettable premium wines. There is no long, winding

trip into the backwoods exterior; urbanites can walk from their apartment to the source of their spirited replenishment.

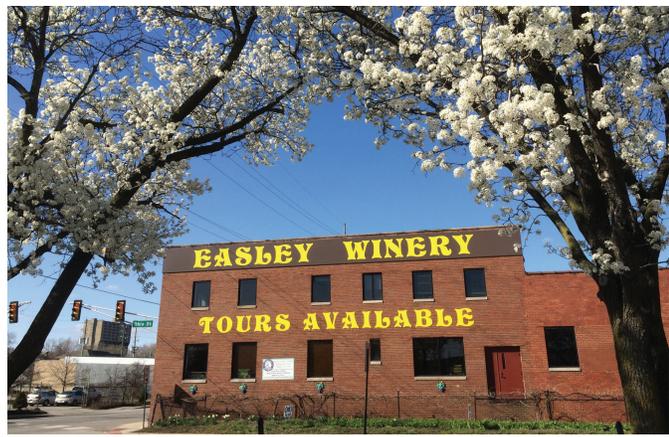
Planting Outside the Box

One of the challenges of the urban winery is space. There is no room for acres of grape vines. Instead, a beautiful relationship has been developed between farmers who specialize in the art of grape growing and expert winemakers who paint our palates with a mouthwatering combination of vinifera, labrusca, and French-American hybrid wines. Without ever intending to, and perhaps in prophetic fashion, Easley Winery has created something that

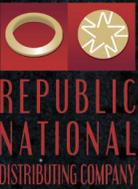
embodies the values of Millennials everywhere – harmony between agricultural and metropolitan life.

Unopposed

Of the 8,463 wineries in the United States, Easley Winery is in the top 3% in size¹. Those sad, empty rust belt days are gone, and Indianapolis, like so many cities across the country, is bringing culture back. An unforeseeable future is now a reality because of the effort of people like Jack and Joan Easley. They not only saw what others could not see, but took



We Don't Believe in Participation Trophies



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action.

Easley Winery celebrates this heritage with a wine that salutes unapologetic grit, individuality, and decisive action: No Opposition red blend. This Gold Medal-winning Cabernet-Sauvignon and Zinfandel blend gives aromas of youth and superiority. Both this product and Easley's downtown winemaking hub embody today's values by blending the rural with the urban and creating sustainable partnerships. 37% of the 75.4 million Millennials in the U.S.



reported that they are willing to buy a product if it supports their views,² and No Opposition is that bottle. So, get to

downtown Indy, grab a glass, and taste a wine that was crafted for the boldest and bravest among us.

FAQ

Q: HOW MUCH WINE DO I NEED FOR A DINNER PARTY OF 12 PEOPLE?

A: **The short answer: You're safe with one bottle of wine per person for a multi-hour dinner party.** The specific need depends partly on how many times you're going to serve wine. If you're going to serve wine casually with hors d'oeuvres, additional wine with an appetizer, and then wine with the main course, then you'll need more than if you just did wine with dinner.

A good rule of thumb is to have enough wine for two to three glasses a person, where a 750ml bottle of wine holds about five glasses. In this scenario of wine with hors d'oeuvres then two seated courses, you'll be good with four bottles of wine for each course.



Q: ISN'T ALL VODKA GLUTEN-FREE?

A: **Yes, all vodka is gluten-free.** Even vodka that is made with grains, and not potatoes, which, like rice and corn, don't contain gluten. In fact, so are almost all distilled spirits, even when made with gluten-laden grains like wheat, rye and barley. Why? Because gluten is a protein, and proteins aren't volatile—which means they are left behind with the remains of the fermented liquid during the distillation process. Distillation uses heat to turn the alcohol in the product into a vapor, and when the alcohol vapor condenses into a liquid at the end of distillation, the gluten simply is not there.

The only exception to all vodka being gluten-free might be flavored vodkas, where the flavoring could contain gluten and it's not obvious from any label. But any straight or unflavored distilled spirit—be it whiskey, bourbon or vodka—should be gluten-free.

While there is now a vodka with "Gluten Free" right there with the brand name Stolichnaya, the others are still just as gluten-free. Some vodkas, under a 2014 TTB ruling, can be labeled gluten-free if they're made with ingredients like potatoes that don't contain gluten; these include Blue Ice (made from potatoes), Cayman Blue (sugar cane) and Tito's (corn).

