



WILLIAM CHRIS WINE CO.

Wholesale Portfolio

2021

OUR BRANDS



William Chris
VINEYARDS



SKELETON KEY

GROWER  PROJECT



OUR STORY





William Chris Wine Company is the leading producer of Texas-grown wine, with a portfolio spanning five brands and counting.

Established in 2020 by cofounders and fellow Texas winemakers Chris Brundrett and Andrew Sides, William Chris Wine Co. is on a mission to share world-class wine and experiences, and to create an incredible workplace for our team of over 100 wine professionals to call home.

Headquartered in the Texas Hill Country just west of Austin, William Chris Wine Co. is leading the way towards continued growth and prominence for the Texas wine industry.



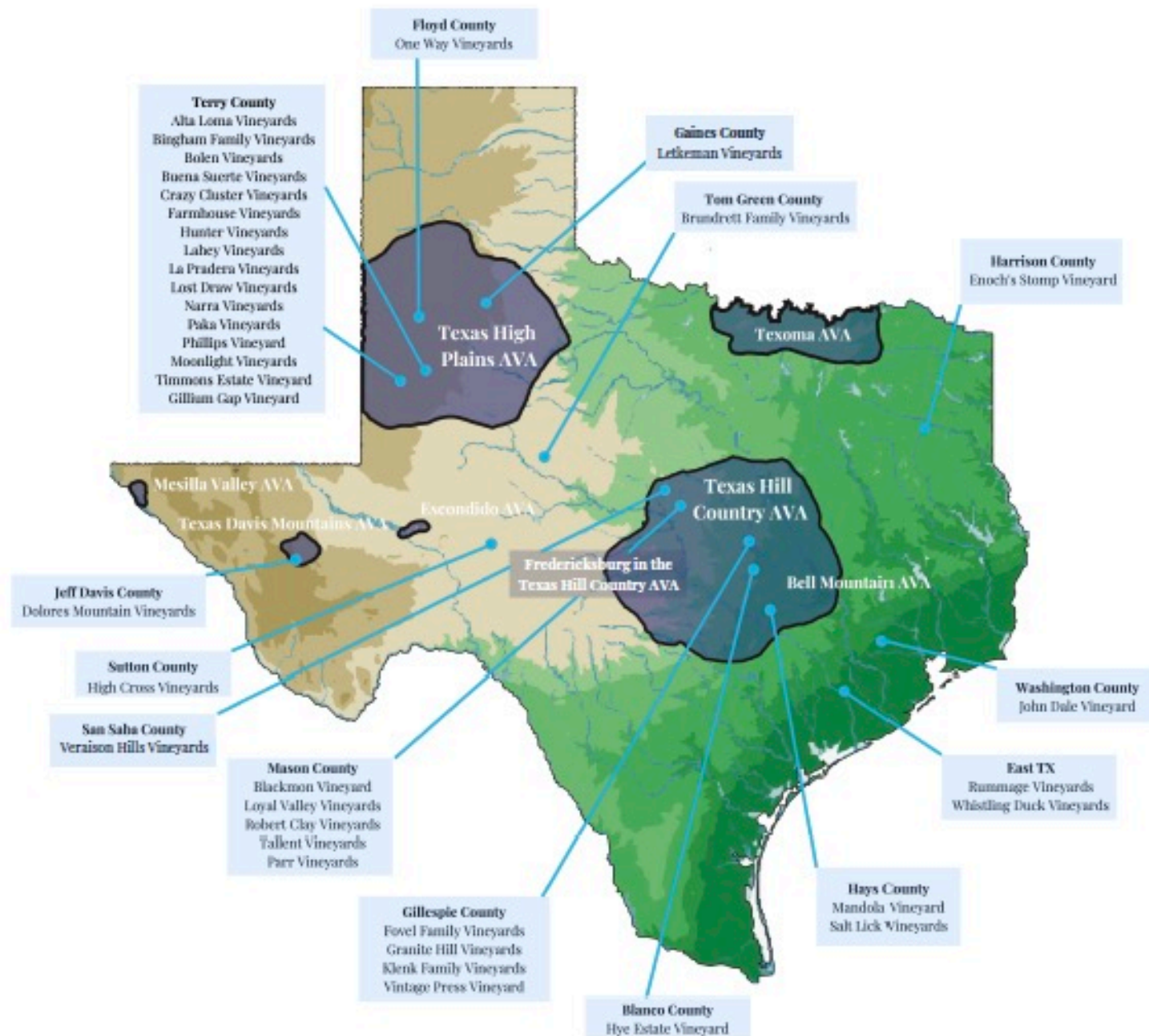
Grape Sourcing



We own and operate three estate vineyards in the Texas Hill Country AVA and work with over 30 farming families across the state to source the remainder of the fruit used in our production.

The two primary AVAs we source from are the **Texas High Plains** AVA, located in West Texas, and the **Texas Hill Country AVA**. There are several smaller AVAs around the state and we are actively working to establish additional Texas AVAs.

Where wine is grown matters. We are on a mission to educate Texas wine consumers on why a Sangiovese grown in the High Plains differs from how that same variety expresses itself when grown in the Hill Country. We're proud to have worked on the recently passed legislation that will allow for more consistent and candid labeling around origins of Texas wines.



MEET THE FAMILY



William Chris

VINEYARDS

HISTORY: Founded in 2008 by partners William “Bill” Blackmon and Chris Brundrett with a shared mission to help Texas wine reach its true potential. Estate vineyard and tasting room are located on a historic farmstead in Hye, Texas.

WINEMAKING STYLE: Focused on Old World styles and varieties originating from the Rhône Valley of southern France, Italy and Spain. Hands-off approach to winemaking, allowing the true expression of the vineyard and the vintage to come forward in the wine.

WINEMAKER: Tony Offill, Head Winemaker; Claire Richardson, Assistant Winemaker

ANNUAL CASE PRODUCTION: 40,000

TOP SKUS: Mourvèdre Texas High Plains, Roussanne, Mary Ruth White Blend, Rosé Texas High Plains, Pétillant Naturel





HISTORY: Lost Draw Cellars was founded in 2013 by family members Andrew Sides, Andy Timmons and Troy Ottmers. Originally working exclusively with grapes from the Texas High Plains, Lost Draw now sources grapes from all over the state.

WINEMAKING STYLE: The focus is primarily on Mediterranean varietals, and the winemaking is characteristically New World in nature; acid-driven, fruit forward, and more immediately approachable (although it can age beautifully as well).

WINEMAKER: Brad Buckelew, Head Winemaker; Jordan Osborne, Assistant Winemaker

ANNUAL CASE PRODUCTION: 5,000

TOP SKUS: Sangiovese, Tempranillo, Roussanne, Marsanne, Sparkling Pinot Meunier, Texas High Plains Rosé, Arroyo Rojo, Arroyo Blanco, Arroyo Rosato, Kindred Red Blend





SKELETON KEY

HISTORY: After locating a skeleton key that unlocked every door in the old farmhouse on William Chris's estate, Bill and Chris were inspired to introduce a series of wines under the Skeleton Key name and "unlock" the flavors of Texas.

WINEMAKING STYLE: Skeleton Key focuses on blends and varieties that are more well-known and sought after at retail. Stylistically, the wines showcase a different approach, utilizing blending techniques and oak aging, thus defining a more approachable introduction to Texas wine. Designed to be immediately enjoyable without sacrificing elegance.

WINEMAKER: Tony Offill, Head Winemaker; Claire Richardson, Assistant Winemaker

ANNUAL CASE PRODUCTION: 10,000

TOP SKUS: Proprietors Red Blend, Cabernet Sauvignon, Sauvignon Blanc



GROWER PROJECT

HISTORY: A collaborative effort between Lost Draw's Andrew Sides and Wine for the People's Rae Wilson, Grower Project was created in 2015 with a mission of connecting growers to the larger market while raising awareness of individual vineyards across Texas.

WINEMAKING STYLE: The Grower Project bottles single-site wines intended to increase visibility of high-quality, boutique wines made from 100% Texas grapes. The style is generally low-intervention, seeking to highlight the unique traits of the sites.

WINEMAKER: Brad Buckelew, Head Winemaker

ANNUAL CASE PRODUCTION: 5,000

TOP SKUS: Sangiovese, Albarino, Syrah, Rosato





HISTORY: Yes We Can was established in 2017 by winemakers Andrew Sides and Chris Brundrett. The inspiration behind the main product, Sway Rosé, came from us wanting to be able to take quality Texas wine all the places glass can't go – the river, the lake, the beach, the pool – Sway is up for anything.

WINEMAKING STYLE: Sway Rosé is a refreshing, slightly effervescent Rosé style wine that's perfect for quenching your thirst in the sweltering Texas summer months.

WINEMAKER: Tony Offill, Head Winemaker

ANNUAL CASE PRODUCTION: TBD

TOP SKUS: Sway Rosé, Sway Blanc



TRADE PROGRAM



PLAN YOUR VISIT TO THE SOURCE

- At William Chris Wine Company, we believe the best wines are grown in the vineyard and should be true to their native terroir. Similarly, we recognize that when you have the opportunity to visit the source, you gain a much deeper understanding of and appreciation for what we are trying to accomplish in our winemaking. In the spirit of this founding philosophy, we invite our trade partners to share a piece of our world. Please join us for a complimentary tour and tasting at our estate vineyard in Hye, Texas, as well as at our sister brand Lost Draw Cellars, located just 20 minutes away in Fredericksburg.
- Reach out to one of our market managers below to reserve your experience today.

WHAT TO EXPECT

- Trade tastings are conducted M-F at both properties.
- They last ~1.5 hours and are geared towards our wholesale wine portfolio. The experience will be led by tasting room staff. Specific wholesale-related questions (pricing, availability) should be directed to Market Managers.
- We are happy to accommodate guests on your visit.
- You will receive an industry discount for all wine purchases.





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