

July 2024



Hello Everyone,

We are incredibly blessed to be able to do something we love to sustain our family. Ok I suppose some would call it a “job.” But in order to keep doing this “job,” we occasionally find ourselves attempting to stay up to date on what is going on in the industry beyond our own vineyard rows. One topic of conversation that has come up quite frequently over last couple of years addresses the challenge of reaching new consumers. With increasing regularity, society has been labeled and grouped with generational monikers and reduced to data points and statistics based on trends and purchasing patterns. As impersonal as this is, I’m not one to argue with math and science so I figured I’d just comfortably hang out and enjoy a glass of wine with all the other data points uncorking bottles in my portion of the graph.



Then, as I am known to do, I got to thinking. Ok this is clearly a thing and simply asking groups of people their age and what their beverage of choice is doesn't paint the whole picture. I'm absolutely certain that there is considerable and well documented research that would shed more light on this subject from a business and economics standpoint, but for those of you that don't know I nearly failed out of business school before I changed my major to Enology. So, as discussions ensued with the team here at Torrin and I dodged relevant data whizzing past my head, my ears perked up when Viquel dropped the word, culture. She very astutely pointed out that for centuries wine has been thoroughly woven into the fabric of cultures around the world. In America, outside of small pockets, wine is still considered by most people to be a product rather than a shared attitude or societal characteristic.

Being perceived as simply a product and marketing yourself as such subjects you to the whims of fashion and therefore makes you disposable. Culture on the other hand is not a fleeting fad, but a reflection of who we are. Having been figuratively immersed in wine for most of my adult life and being the eternal optimist I am, this gave me all kinds of confidence in the growth of the culture of wine domestically and abroad. Wine culture was born from an understanding and appreciation of the significance of where things come from, and the attention given to the process of creating them. It is rooted in community, connection and sharing. Upcoming generations are smart, increasingly informed, and are expressing a great deal of interest in where, why, and how things are done. They value things like farm to table, organics, free range, and sustainability. They appreciate things that are artisan, boutique, unique, creative, and expressive. Wine is right up their alley and a staggering number of them have yet to truly discover it!



So how does an entire industry shift gears and learn to promote itself as an integral part of societal makeup rather than a product fighting for shelf space alongside the flavor of the day? To be honest, I don't even pretend to have the answer, but alas I do have an opinion. First of all, producers of all shapes and sizes should promote wine culture, not just wine. Promote the history, beauty, and story of wine. Use your platform to promote your region, its significance, and the efforts of your neighbors. Second, we've all heard the saying, "be the change you wish to see in the world," well be the story you are trying to sell. If you haven't already, adopt wine culture and celebrate it with your family, friends, neighbors, and team members. Walk the walk and farm responsibly, seek out opportunities to help in the community, be better, do better and people will notice. Finally, let's go back to the first paragraph with all of us neatly grouped as data points. While most of us fit the statistical norm, how did all of those "Gen" others end up in our quadrant? I'm sure it wasn't because of a Super Bowl commercial, but more likely that someone they know made the introduction. They poured them a glass, told them the story, and ended up lighting a spark. Culture often grows organically from within. As producers we need to do a better job sharing the message with you our most loyal supporters and encouraging you to adopt and grow that culture with those in your own circle. This part we know is true. We are a small winery and have seen first-hand what word-of-mouth can do and we are incredibly grateful. Over the years we've nurtured relationships and wound up building a marketing team!

Throughout the process of writing this letter I struggled with what may be perceived as financially self-serving tone, but I hope the deeper message came across. Wine is what we do and in so many ways a reflection of how we approach our lives and therefore who we are. The culture of wine and its role in humankind has roots literally thousands of years deep. It's endured despite its flaws because at its core wine culture reminds us that life is the result of its inputs. It is complex and beautiful and at its best when shared with those we care about. As stewards of wine culture, it rests in our hands to grow and nurture it with the understanding that it is our responsibility to hand it over to be healthy and thriving.



We recognize that you are all doing your part and we thank you for carrying the torch! We hope to see you and your friends and families over the coming months.

*Keep an eye out the upcoming fall release of the 2021 vintage wines! Orders will run August 21st, and ship this fall, weather permitting. Pick up orders are available August 22nd. We are so excited to share this vintage with you!*

Cheers,

The Hawley Family and Team Torrin