

Domaine de la Terre Rouge

TERRE ROUGE® AND EASTON WINES



RHONE RANGERS TO HONOR WILLIAM "BILL" EASTON WITH LIFETIME ACHIEVEMENT AWARD

Award to be given June 10, 2016 at the annual Rhône Rangers winemaker dinner celebration in San Francisco.

San Francisco, CA – The Rhone Rangers organization will present its Fourth Lifetime Achievement Award on Friday, June 10, 2016 to recognize the significant contributions made by an individual to the American Rhone wine movement. This year's award will be given to William "Bill" Easton, founder and co-owner of Terre Rouge & Easton Wines. In prior years the Lifetime Achievement award was given to Robert "Bob" Lindquist, Qupé, Randall Grahm, Bonny Doon Vineyard, and Robert Haas, Tablas Creek Vineyard/Vineyard Brands.

Over forty years of working in the wine business in California has given Bill Easton a level of expertise that few in the wine industry can boast. Countless hours with growers in some of the most famous vineyards and cellars of Europe, California, and Oregon have offered him more than just a casual look at what it takes to be a great grower, let alone a great winemaker. Bill Easton was among the first to champion the benefits of artisan winemaking, long before it had become fashionable in California; first as a wine merchant and now as a wine grower and producer. This focus, passion, and idea is really a matter of taste and pleasure, and the proof has always been in the glass, offering a purer expression of fruit and an unadulterated reflection of place or *terroir*. Bill's conviction has been so strong over the years that he has been able to persuade even some of the most hard-headed grape growers and some of his fellow winemakers to test his methodologies.

Long-term relationships with wine growers in Europe and on the West Coast of the US have offered him a tremendous understanding of how fine wine is created.