



Tattoo Girl by William Weaver

Washington Wines with a Focus on Millennials

William and Jean Weaver became fascinated by the “mystery and science behind winemaking” during a trip to Italy. It was this interest that would inspire Jean to create the William Weaver brand. Jean partnered with winemaker Frederique “Frenchie” Leiritz and scoured the state of Washington seeking the grapes for their new endeavor.

Jean and French were targeting the warmest place that made highly rated wines and so they decided on an area in the Columbia Valley known as the Walhluke Slope, named after a Native American word for “watering place.”

In their travels together they found more than a land to grow grapes. Jean and Frenchie found a strategy for their new winery. William Weaver Wine would make wines for the growing Millennial generation.

Kim Williams describes the focus of William Weaver Wines. “Millennials are a segment of the population driving the increase in wine sales nationwide, making a large impact on the industry. They are a unique consumer group who value authenticity. We wanted to create a new brand of wine that would deliver a memorable consumer experience and knowing that our wines were going to be priced to compete against some of the more established brands, we knew we needed to do something that would make our wines stand out from the crowd ... Original art on our labels seemed like a great way to be authentic and connect with consumers.”

