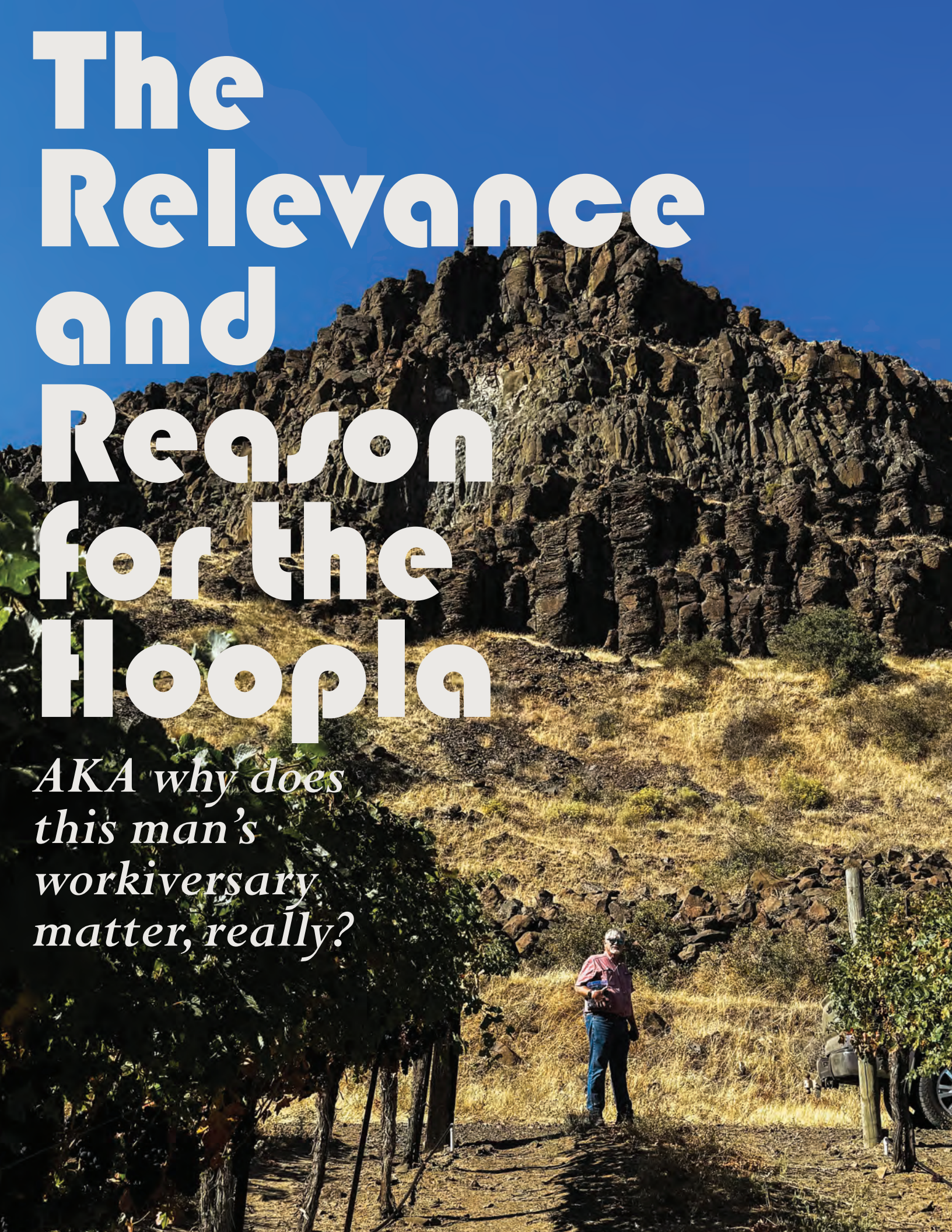


The Relevance and Reason for the Hoopla

*AKA why does
this man's
workiversary
matter, really?*





50 years in the same industry, doing the same job... it's not something that happens all that often, anymore. Likely, at some point, he should have been promoted- but when you start at the top at age 23, why not keep going?

When Rob Griffin arrived in the Columbia Valley, it didn't even have a name. There were less than a dozen wineries at the time (there are now more than 1000), and Rob was one of two winemakers with winemaking degrees. It was quite literally the wild west of winemaking, and up until that point hardly proven.

Within his first three years: he got Washington winemakers banned from entering Oregon competitions (a story for another day...), his Chardonnay won the Best in Show for the first Seattle Wine Awards, and he was cited in newspapers in California and New York in awe over the fact that Washington could produce *anything* beyond apples.

He was an industry pillar at a very young age, and helped establish that Washington and the Columbia Valley were capable of making wines fit for the world's stage.

“-this just might be the best grape growing area in the world. In 100 years this won't surprise anyone.”

– ROB GRIFFIN

Once it was generally accepted that Washington *could* make wine, another important piece of the puzzle was getting that wine in front of people.

Working for properties like Preston Wine Cellars and Hogue Cellars in the 70s and 80s allowed for Rob's wines to enter into distribution, securing glowing reviews in the Seattle Times, Los Angeles Times and beyond.

When it was time to devote himself wholly to the Barnard Griffin brand he'd started with his wife in 1983, he took a stand at where he wanted his wine in the market; right where the people were.





“Our goal is to make as good of wines as we can and to sell them to the consumer at as reasonable of prices as we can - I can go to sleep at night thinking that anybody that buys a bottle with my name on it is going to get more than they paid for.”

-ROB GRIFFIN

The first taste of Washington wine for many consumers might just be a bottle they purchased at their local grocers, or recommended at their wine shop... maybe even one highlighted in their favorite restaurant as a by the glass pour. Often, venturing into the unknown requires a bit of adherence to accessibility and price point, as well.

Barnard Griffin has and will continue to serve as an entry point for the exploration of Washington wine, and with that honor comes a respect and responsibility that Rob Griffin has shouldered for decades. He has consistently created wines that not only spark an impetus to learn and experience more of what the Columbia Valley has to offer, but to return again and again to what piqued their interest in the first place: perhaps the winningest Rosé in North America, or the tried-and-true BG Chardonnay.



A certain price point isn't always indicative of quality or effort — and while Barnard Griffin now has various tiers of wine in any number of places; a gorgeous Columbia Valley Syrah at the Costcos in Alaska, Albarino available in a swath of Pacific Northwest four-star hotel bars, Sauvignon Blanc on hundreds of supermarket end caps and Touriga Nacional only found at the winery — it began with Rob.

People have toasted to new life with his wine, they've embarked upon adventures of travel, or matrimony- sometimes both. They've celebrated anniversaries, promotions and homecomings- they've mourned. Rob's wine has had a place on thousands of tables, thousands of times, just for a Tuesday night dinner, or a Friday night movie, or a beside a wedge of cheese and the voice of a good friend on any given Saturday. For 50 years, it has had a place alongside life.

How wonderful is that?