



## Approachment Wine Co. Celebrating Their Largest Release Of Four Innovative Wines With Out-Of-The-Box "House Party" Wine Release on March 16th

*Join Husband and Wife Winemaker Team, Jessica and Paden West, for a "House Party" Wine Release Celebration Featuring Their Inaugural Grenache and Syrah, Texas Inspired Menu, Post Malone Playlist & Virtual Photo Opportunities, and More*

McMinnville, OR. (Feb. 28, 2024) – Approachment Wine Co., the personal label for the dynamic husband and wife winemaking team Jessica and Paden West, is releasing four new wines at the same time, the largest release yet from the limited-production winery. Among the four releases is an inaugural Grenache and a Syrah. The new releases reflect the winemakers' dedication to unique, expressive, unexpected varietals, all crafted with precision and expertise.

In celebration of their largest release yet, they will be hosting an inaugural Approachment House Party on Saturday, March 16, 2024 at Harper Voit Winery. Just like the four wines being released, the celebration promises to be far from conventional, featuring personal touches including a Texas-inspired menu by Chef Carr Biggerstaff (Paden's dad), an all-Post Malone playlist, virtual photo opportunities with Post Malone, and party favors including EP discs of Paden's 2000's music.

We love exploring new varietals beyond the styles we produce in our professional roles. With our biggest release ever and with our first Grenache and Syrah, we wanted a celebration that really fit the spirit of our brand—easygoing, fun, and full of flavor," says Jessica West. We're excited to have this be the first of many 'Approachment House Parties' as we continue to unveil new releases."



Approachment Wine Co.'s four releases include:

**2023 Point of Contact Pinot Gris** - A favorite with aromas of orange blossom, apricot, and peach. Paden suggests naming a band after it - "Peach Pit Mayhem". (\$25)

**2023 Take Up Space Gamay** - A carbonic Gamay from the Van Duzer Corridor's Cynthian Vineyard. Darker profile with notes of blackberry, plum, and marionberry. Paden would name a band "The Blackberry Bushell Gang." (\$30)

**2022 French Creek Vineyard Grenache Yakima Valley** - Floral on the nose, with dark fruit character, raspberry, blackberry, blueberry, currant, saffras, and cocoa on the palate. Jess suggests naming it "Lilac Hammock." (\$45)

**2022 "Wicked Garden" Block 50 Syrah** - A blueberry bomb! Unique block with soft, round textures and a depth of dark fruits - marionberry, blackberry, and tons of blueberry. (\$52)

Approachment is also launching its Wine Club Membership, limited to 75 members due to limited production. Members can choose between two options: "The Monday's Club" offering 6 bottles delivered twice a year, or "The Entourage Club" with 12 bottles delivered twice a year. Approachment was built to offer limited production, multi faceted wines that reflect Jessica and Paden's values and creativity and members will receive two shipments per year in the spring and fall as well as discounts and exclusive offers.

### WHAT

Approachment Wine Company House Party

### WHEN

4-7pm on Saturday, March 16, 2024

### WHERE

Harper Voit Winery  
1400 Northeast Alpha Drive  
McMinnville, OR

### DETAILS

\$15 (waived with a bottle purchase)  
\$20 Day-of (not waived)

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### About Approachment Wine Co.:

Approachment Wine Co. is the collaborative venture of Jessica and Paden West, combining their talents, palates, and creativity. As their personal label, it represents an opportunity to explore their creative and experimental side as winemakers and best friends. Jessica is co-Winemaker at Harper Voit, where she crafts high-end single-vineyard wines. Paden is head Winemaker at Benza Vineyards and brings years of experience to his craft, having worked with acclaimed winemakers such as Isabelle Muenier and Ehren Jordan. Jessica and Paden consider their wines an expression of their talents, skill sets, palates and creative outbursts, delivering wines complex enough to contemplate but approachable enough to enjoy any day of the week. Each Approachment wine label is a work of art, where Jessica and Paden commission custom pieces by female artists to be created as the label. For more information about Approachment, the Approachment House Party, new wine releases, and Wine Club sign-up details, visit [www.approachmentwines.com](http://www.approachmentwines.com) and follow them on social @approachmentwines.