



BIOGRAPHY | LINDSAY WOODARD

Lindsay Woodard has been on a trailblazing path as a wine entrepreneur from an early age. Known for her steadfast ambition, she was one of the youngest individuals to start a winery in the Willamette Valley. She was born and raised in McMinnville, as a sixth generation Oregonian. Her family was one of the original pioneers and served on the first territorial legislature that signed the state as part of the Union. She graduated from Linfield College, with a Bachelor of Arts in Mass Communications and Public Speaking (with a strong emphasis in design and public relations in the wine industry). While at Linfield, she launched an internship program between the college and the International Pinot Noir Celebration (IPNC), an event hailed by the Wine Advocate as “...unquestionably, the finest in the world”.

Upon graduation, Lindsay joined Ponzi Vineyards, where she played an important role as the Marketing and Public Relations Manager. She gained a wealth of experience working with the highly respected Ponzi Family. Five years later, she moved to the Napa Valley to work for the world’s leading wine glass producer, Riedel Crystal of Austria, in an effort to broaden her sales expertise within the wine industry. As the Director of Winery Sales, Lindsay worked closely with Georg and Maximilian Riedel, in addition to winemakers, proprietors and sommeliers throughout the United States. She was also a part of the design team creating the concept for the cutting edge Riedel “O” stemless wine glass line, the “Cornetto” decanter and the Sommelier “Blind” tasting glass.

Coming from a long line of serial entrepreneurs, combined with her experience and passion for wine, she was prompted to take the leap and become a “trep” (a young lifestyle entrepreneur). Lindsay Woodard Communications (LWC) was founded in 2004, as a brand development, marketing and design firm. To date, she has acquired an impressive client roster, working with more than 90 renowned wineries, acclaimed restaurants and organizations around the world. Woodard has a strong understanding of the wine business and a true specialty in creating brand identity from logo-to-label-to-collateral materials. Her designs have helped launched brands that achieved heightened perception within the market, chatter among the trade, consumers and media, while gaining instant credibility upon their Inaugural Release. Her strong creativity, high level of professionalism and depth of knowledge in the wine industry allows her to design brands that have distinction, purpose and integrity.

Driven by a passion to return to her roots, Woodard set out to craft a complex and nuanced Pinot Noir that shares the purest expression of her native soil. In 2005, with no fear of taking a risk, she continued her entrepreneurial spirit and founded Retour Winery, producing an old-vine Pinot Noir from highly acclaimed vineyards in the Willamette Valley. She is known for being relentless when it comes to perfection (including plucking any unwanted berries from clusters with tweezers!). The media has placed Retour among the best with copious accolades such as: "One of the most important labels in Oregon... Star Producer (Food & Wine), Editors' Choice (Wine Enthusiast) and an Exciting Newcomer". Harvey Steiman, Editor-In-Chief of Wine Spectator declared Retour as "The Cutting Edge: One of The Top Emerging Producers" and claims the results are "impressive". Woodard had the honor of receiving the prestigious “Rising Star Award” from Margrit Mondavi at the Women for WineSense national organization’s 20th Anniversary Gala, (held at the Culinary Institute of America - Greystone in St. Helena). Forbes also named Retour as “One of the coolest wine labels in the world”. In 2009, she created her second label, MANIFEST DESTINY, honoring her family who crossed The Oregon Trail in 1847. She is also the Founder of THE HOLY GRAIL, a super ultra-premium Pinot Noir. In 2015, she partnered with her brother Jeff Woodard, also a wine veteran and owner of Woodard Wines -- together they launched PARI PASSU WINERY. This young producer has made a serious impression among sommeliers, collectors and media throughout the nation.

While Woodard leads the winery operations on a daily basis, she has a strong commitment to push the edge and achieve the highest echelon with all of her endeavors. In addition, she is also an avid philanthropist, raising nearly \$1 Million in funds to benefit select non-profit organizations that further education, children’s needs and charities related to healthcare, culture and arts. *As for her next venture... that has yet to be announced!*

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