



# CHARLES CREEK

## VINEYARD

### **William Wiman Brinton** **Proprietor**

Bill Brinton resides in Sonoma, but his roots are deep in the Midwest. Midwesterners are known for strong American values, respect for family and institutions, and the ability to create and recognize value in products.

Bill is a direct descendent of a true pioneer, John Deere. His direct family was at the helm of Deere until its recent transition to a public company. Deere created the self-scouring steel plow, an invention that revolutionized the agricultural world. It is this spirit of innovation and tradition that Bill brings to the company he founded, Charles Creek Vineyard. Charles Creek is named after his son Charley and his grandfather, Charles Deere Wiman.

In 1993, Bill, a graduate of the Columbia University MBA program, established a natural products and nutritional beverage firm, The Wiman Beverage Company. This company was sold to a larger firm in 2000.

Bill enjoys vineyard selection and development, as well as the critical evaluation and blending of the juice from grapes into wine. The wines are styled to pair wonderfully with a wide variety of fresh foods, and his vision is to create wines that could be sold for \$40 to \$50 per bottle, but that provide an exceptional value in the \$20 to \$25 price range. Value and integrity are the cornerstones of Midwestern values, and the basis upon which Charles Creek Vineyard was founded.