

Prescription Vineyards' 2019 Clarksville Chardonnay and its newest release, the 2019 Alexander Valley Cabernet Sauvignon, were on offer at the event.



House Call

PRESCRIPTION WINES EXPLORES NEW MARKETS AS PART OF ITS “WE LOVE TEXAS” TOUR *story and photos by Lori Moffatt*

JOEL QUIGLEY, DIRECTOR of communications and marketing for California brands Lloyd Cellars and Prescription Wines, is feeling celebratory these days. The latter label recently inked a deal with Republic National Distributing Company (RNDC) for distribution in Texas, a state that ranks fourth in U.S. wine consumption behind California, Florida, and New York. And Quigley knows that Texans, speaking broadly, have a taste for lush, bright Chardonnays and juicy, velvety Cabernet Sauvignons—which is just what the doctor ordered, as those flavor profiles happen to be Prescription’s specialties.

A project by grower James Reamer and Lloyd Cellars owners Rob and Bonnie Lloyd, Prescription originated in 2014 as a Chardonnay house. Rob, a winemaker, has a thing for Chardonnay; enticed into the wine business after earning a degree in economics, he eventually earned a master’s in enology

at the University of California, Davis, and went on to make wine for some of California’s most successful Chardonnay producers before founding his own brands. For his Prescription Vineyards 2019 Clarksville Chardonnay (\$20), he aims for lushness “balanced with perfect acidity,” in his words, obtained from grapes grown in a cool microclimate along the Sacramento River. The newest addition to the lineup, Prescription Vineyards 2019 Alexander Valley Cabernet Sauvignon (\$30), owes its soft tannins and juicy notes of blackberries to a south-facing vineyard set at an elevation of 1,700 feet in the Mayacamas Mountains.

Last November, in the wake of the deal with RNDC, Quigley and sales manager Greg Moore brought Prescription to Texas as part of what Quigley dubbed the “We Love Texas Tour,” setting out to show the state’s residents how “we enjoy overdelivering on price



PHOTO: @SMALLTOWNMAYRA



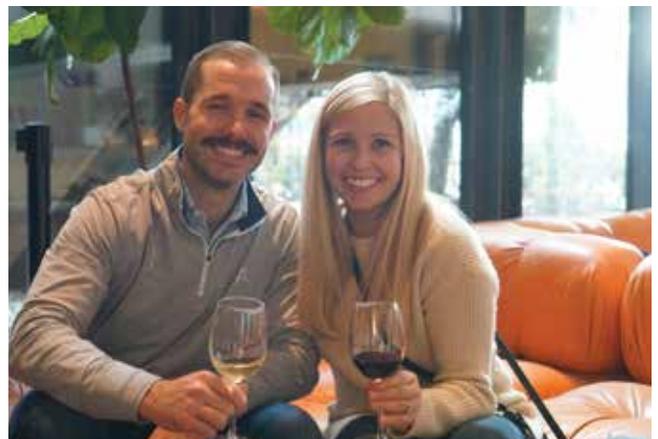
New Waterloo Hospitality Group director of partnerships and community Taylor McClurg, director of hospitality Justin Spencer, and director of brand partnerships Meredith Hubley.



Event attendees filled the Lobby Bar during the “First Thursdays” party at the South Congress Hotel in Austin, TX, where Prescription Wines hosted a tasting to celebrate its new distribution deal in the state.



Prescription Wines director of communications and marketing Joel Quigley and sales manager Greg Moore.



Bray and Lauren Brownrigg, visiting from Oklahoma City, sit down to enjoy glasses of Prescription Vineyards.

point,” according to Quigley, who has built a career on showcasing wine through mediums like music, art, fashion, and film. Kicking off in San Antonio with an event called “Art of the Sip” at the Blue Star Arts Complex, the event series continued to Austin for a “First Thursdays” party at the South Congress Hotel. “We’ve been very active in multiple markets to reach new audiences,” says Quigley. “We’re ready to show RNDC that we have great wine, activity, and strategy.”

Quigley and Moore offered early-bird guests tastes of the aforementioned Prescription wines, and as evening fell and the weather cooled, more than 400 people filled the hotel’s Lobby Bar, party space, and outdoor amphitheater, where local musician Harry Edohoukwa would take the stage later that night. In the bar area, DJ Trey Lopez spun a mix of Latin music, hip-hop, and reggae as guests mingled and enjoyed

additional drink specials by Austin’s Ranch Rider Spirits and Rambler Sparkling Water.

The South Congress Hotel is part of the New Waterloo Hospitality Group, which operates hotels and restaurants in Texas as well as in Colorado and New Mexico. “Part of our company brand is that we support the communities we’re in,” says Meredith Hubley, New Waterloo’s director of brand partnerships. “We partner with nonprofits, charities, musicians, artists, and producers . . . all the people that make up the culture of the city we’re in” in order to create an authentically local experience. “We try to keep things fresh by reaching out to musicians, partnering with art museums, or hosting a salon series at a hotel so we’re getting new ideas,” adds Hubley, who plans the company’s experiential marketing events with colleague Taylor McClurg, New Waterloo’s director of partnerships and community. Whether it’s promoting (and

paying) performers or showcasing a small local product, “We’re also just really passionate about giving back, and every single one of our chefs and general managers is passionate about it too.”

This approach of giving back to the community through dynamic cultural events is what attracted Quigley to collaborations with both the Blue Star Arts Complex and the South Congress Hotel as Prescription stakes its claim in Texas. “Nationally, our approach to returning to market focused on partnering with and promoting hospitality businesses hardest hit by the pandemic,” Quigley says. “For us, this was restaurants, lodging, and musicians. Along with partnering on the South Congress Hotel’s ‘First Thursday’ event, we also sponsored Tampa Bay Restaurant Week in June 2021. We plan to contribute to the recovery of the hospitality sector in our own small way throughout 2022.”