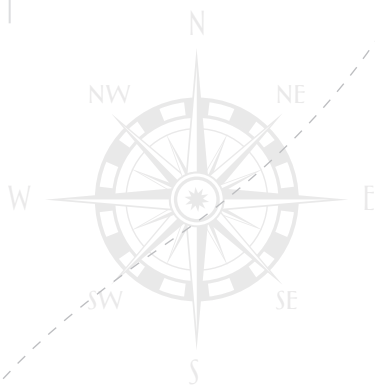




BOOMTOWN

BY DUSTED VALLEY

YOUR
TICKET
to
ADVENTURE





The Dusted Valley Family

Chad and Janet Johnson | Corey and Cindy Braunel

Q&A

What is Boomtown?

"Boomtown by Dusted Valley offers varietal specific wines with one goal – to over deliver. Available through fine restaurants and wine retailers

throughout the country, Boomtown allows our family the opportunity to share a fantastic Dusted Valley wine with a larger audience." -Corey Braunel

How did you start Boomtown?

"In 2003, we took a leap of faith and left the comforts of our corporate jobs to move to Walla Walla and start Dusted Valley. When we got here, we realized that in addition to an estate driven brand like Dusted Valley, that there was also a huge opportunity to craft a wine like Boomtown. We like to say we landed in Boomtown by way of Dusted Valley, and therefore 'Boomtown by Dusted Valley' was born." -Janet Johnson

Is Boomtown your second label?

"We affectionately refer to Boomtown as Dusted Valley's little brother. Stylistically you are going to experience a lot of similarities with our Dusted Valley wines and taste some of those classic Washington State hallmarks such as fresh fruit and minerality. It's our primary distribution product and allows our family the opportunity to share a great Dusted Valley wine with a larger audience around the country." -Chad Johnson

Where did you get the name Boomtown?

"The word Boomtown evokes a sense of excitement and adventure and speaks to our family's quest to pursue our dream of crafting world-class wine in Washington State. We took a leap of faith, left our comfort zone behind and forged our own path. This is our BOOMTOWN!"

-Corey Braunel

Why the new label?

"We wanted the label artwork and back label story to represent our family's story." -Corey Braunel

Why a map on the label?

"When thinking of the imagery we wanted to have on our new label, we wanted something that would help tell a story and convey a feeling of exploration. We felt that a map achieved this perfectly. The map on the new Boomtown label gives a nod to our Wisconsin roots and the unquenchable thirst of adventure that led us to Boomtown by way of Dusted Valley." -Cindy Braunel

Is it the same juice as the previous Boomtown?

"You bet! While the look has changed, it's still the same great Boomtown. We never quit trying to raise the bar of quality and character that we put into the bottle. Our goal with Boomtown is to remain consistent stylistically from vintage to vintage." -Chad Johnson