

WEBVTT

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00:00:00.680 --> 00:00:02.390

Hi, I'm Jon'll Boyd.

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00:00:02.630 --> 00:00:04.130

Hi. And I'm Matthew Boyd.

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00:00:04.130 --> 00:00:07.730

And we are Co-Owners of Boyd Crew Wines.

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00:00:08.270 --> 00:00:10.910

We wanted to just share a little bit about

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00:00:10.910 --> 00:00:15.380

our story and how Boyd Crew Wines came to be

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00:00:15.380 --> 00:00:17.390

About 15 years ago.

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00:00:17.420 --> 00:00:19.070

On our journey together.

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00:00:19.070 --> 00:00:21.890

We have always been, you know, passionate

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00:00:21.890 --> 00:00:22.940

about wine.

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00:00:22.940 --> 00:00:25.070

It's always been something that kind of has

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00:00:25.070 --> 00:00:28.760

brought us together with family, friends and

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00:00:28.760 --> 00:00:31.940

just really build a community for us.

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00:00:31.940 --> 00:00:35.060

And, you know, we started thinking at that

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00:00:35.060 --> 00:00:39.890

time that we would love to open a winery,

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00:00:40.460 --> 00:00:42.170

in our retirement.

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00:00:42.350 --> 00:00:45.470

And, you know, the more we thought about it,

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00:00:45.470 --> 00:00:48.350

we were like, well, maybe not retirement.

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00:00:48.350 --> 00:00:51.170

That might be a little bit too, too late.

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00:00:51.170 --> 00:00:55.460

But instead we still had the dream and the

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00:00:55.460 --> 00:01:00.740

vision of one day opening a winery wine for

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00:01:00.740 --> 00:01:03.650

us is definitely something that builds

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00:01:03.650 --> 00:01:07.490

community. It brings people together, and

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00:01:07.490 --> 00:01:10.100

one of the things that we kept hearing from

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00:01:10.100 --> 00:01:13.430

our friends at the time, especially as we

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00:01:13.430 --> 00:01:16.310

would go to different vineyards, was that

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00:01:16.310 --> 00:01:19.670

they kind of felt like wine was a little bit

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00:01:19.670 --> 00:01:21.290

too pretentious for them.

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00:01:21.410 --> 00:01:24.020

we would ask them, why don't they drink

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00:01:24.020 --> 00:01:26.720

wine? Or what is it about wine that feels

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00:01:26.720 --> 00:01:30.170

intimidating? And a lot of times we'd be met

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00:01:30.170 --> 00:01:34.400

with, well, I don't really know how to drink

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00:01:34.400 --> 00:01:36.950

wine or I don't really know what wine you

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00:01:36.950 --> 00:01:38.690

know, that I'm supposed to like.

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00:01:38.690 --> 00:01:42.320

And that was that left us thinking, well,

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00:01:42.320 --> 00:01:44.090

you know what? There might be a different

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00:01:44.090 --> 00:01:46.970

way to approach wine that takes that

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00:01:46.970 --> 00:01:49.310

pretentiousness, you know, out of wine.

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00:01:49.310 --> 00:01:52.340

And so that was part of the impetus for us

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00:01:52.340 --> 00:01:56.270

starting to think about how we could start

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00:01:56.270 --> 00:01:57.860

Boyd Cru Wines.

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00:01:57.860 --> 00:02:00.230

Yeah, I think that's a great synopsis of

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00:02:00.230 --> 00:02:02.420

where kind of journey we've taken.

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00:02:02.510 --> 00:02:04.640

and we, you know, are really thankful to

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00:02:04.640 --> 00:02:06.440

be able to start our boutique winery,

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00:02:06.440 --> 00:02:08.030

started from the ground up, being able to

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00:02:08.030 --> 00:02:10.550

work with a single source vineyard here in

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00:02:10.550 --> 00:02:11.660

the Maryland market.

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00:02:11.660 --> 00:02:13.820

We saw a huge opportunity to be able to

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00:02:13.820 --> 00:02:17.120

bring high quality vinifera grape produced

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00:02:17.120 --> 00:02:18.950

wines to the Maryland region.

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00:02:18.950 --> 00:02:20.420

You know, one of the things we know about

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00:02:20.420 --> 00:02:22.370

this D.C., Maryland, Virginia Market is

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00:02:22.370 --> 00:02:24.800

there are many wine connoisseurs.

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00:02:24.800 --> 00:02:27.650

They really enjoy wine, but they are always

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00:02:27.650 --> 00:02:29.060

looking for high quality wines.

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00:02:29.060 --> 00:02:30.530

The other opportunity that we saw in the

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00:02:30.530 --> 00:02:33.320

marketplace was that because people were

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00:02:33.320 --> 00:02:35.720

either, you know, put off by wine because

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00:02:35.720 --> 00:02:38.210

they felt like it was pretentious or just

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00:02:38.210 --> 00:02:40.820

were wine curious, but didn't really know

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00:02:40.820 --> 00:02:43.250

how to necessarily sample and taste wine.

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00:02:43.310 --> 00:02:45.680

We wanted to also ensure that we provided

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00:02:45.680 --> 00:02:48.920

wines that were approachable to the, you

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00:02:48.920 --> 00:02:51.150

know, "Newly introduced to wine"

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00:02:51.150 --> 00:02:53.900

person, but also be able to provide

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00:02:53.900 --> 00:02:56.780

high quality wines to the wine connoisseur

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00:02:56.780 --> 00:02:58.130

and the aficionado.

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00:02:58.160 --> 00:03:00.470

And we think we've really hit this mark by

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00:03:00.470 --> 00:03:02.030

producing our wines.

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00:03:02.030 --> 00:03:04.520

Initially, our initial three expressions

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00:03:04.520 --> 00:03:07.730

were our Free Spirit Rosé, which ended up

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00:03:07.730 --> 00:03:10.070

selling out much quicker than what we

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00:03:10.070 --> 00:03:13.340

thought sold out in July of 2023.

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00:03:13.760 --> 00:03:16.190

Um, we also produced our Community Vidal Blanc

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00:03:16.200 --> 00:03:18.740

which is a beautiful, expressive,

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00:03:18.740 --> 00:03:19.910

White Wine

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00:03:19.910 --> 00:03:22.580

And we are phenomenally excited about how

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00:03:22.580 --> 00:03:24.020

well that Community Vidal has done.

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00:03:24.020 --> 00:03:26.430

Then we finally produced our Living Legacy Wine

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00:03:26.430 --> 00:03:29.060

Living Legacy Wine is actually our

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00:03:29.060 --> 00:03:31.580

red blend wine, which is a phenomenal wine

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00:03:31.580 --> 00:03:34.700

as well, really blends really interesting

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00:03:34.700 --> 00:03:37.280

blend of Barbera base, which once again

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00:03:37.280 --> 00:03:39.860

grows extremely well in the Maryland region.

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00:03:39.860 --> 00:03:42.530

And it's a new, for some people, it's a

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00:03:42.530 --> 00:03:44.870

new varietal that's been newly introduced to

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00:03:44.870 --> 00:03:47.750

them. And we thought it's really expresses a

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00:03:47.750 --> 00:03:49.670



really beautiful wine that can be made here

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00:03:49.670 --> 00:03:51.260

in Maryland. So we're excited about what

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00:03:51.260 --> 00:03:53.300

we've been able to create, and we're looking

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00:03:53.300 --> 00:03:55.610

forward to being able to bring three new

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00:03:55.610 --> 00:03:58.460

expressions along with the same three to the

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00:03:58.460 --> 00:04:00.290

marketplace in 2024.

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00:04:00.500 --> 00:04:03.920

The other opportunity that we saw was that

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00:04:03.920 --> 00:04:06.530

there was a lack of diversity in the

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00:04:06.530 --> 00:04:07.880

industry as well.

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00:04:07.880 --> 00:04:10.310

When we looked, you know, very closely and

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00:04:10.310 --> 00:04:13.460

researched, we noticed and became aware that

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00:04:13.460 --> 00:04:17.930

there was less than 1% of businesses that

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00:04:17.930 --> 00:04:20.960

are black owned within the industry.

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00:04:20.960 --> 00:04:24.050

Also, less than 3% are women owned.

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00:04:24.050 --> 00:04:27.800

So we saw a unique opportunity to also enter

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00:04:27.800 --> 00:04:30.410

an industry that for a long time has not

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00:04:30.410 --> 00:04:34.070

been diverse and wanted to see how we could

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00:04:34.070 --> 00:04:38.180

impact that by bringing some diversity to

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00:04:38.180 --> 00:04:41.930

the industry, but also open the doors to

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00:04:41.930 --> 00:04:45.170

make it more inclusive for those who also

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00:04:45.170 --> 00:04:47.600

are consuming wine as well.

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00:04:47.600 --> 00:04:53.120

So we know that 77% of consumers are

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00:04:53.120 --> 00:04:56.030

actually African American as well.

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00:04:56.030 --> 00:04:59.330

And we also know that while there's a

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00:04:59.330 --> 00:05:03.110

generational. Gen Z, and

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00:05:03.110 --> 00:05:07.460

Millennials that don't necessarily or have

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00:05:07.460 --> 00:05:10.370

not necessarily found wine to be their main

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00:05:10.370 --> 00:05:13.100

interest. What they do find to be

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00:05:13.100 --> 00:05:17.360

interesting are experiences with alcoholic

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00:05:17.360 --> 00:05:20.780

beverages. And so we saw those as two

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00:05:20.780 --> 00:05:23.900

markets that right now the wine industry

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00:05:23.900 --> 00:05:25.850

hasn't been tapping into.

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00:05:25.850 --> 00:05:29.750

But yet, if done right, it is an audience

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00:05:29.750 --> 00:05:31.790

that can be tapped into.

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00:05:31.790 --> 00:05:35.780

And so with Boy Crew Wines, we also aim to

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00:05:35.780 --> 00:05:39.950

make wine more inclusive, really tap into

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00:05:39.950 --> 00:05:43.790

those audiences that have not been spoken

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00:05:43.790 --> 00:05:47.120

to. Do that through our wine experiences

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00:05:47.120 --> 00:05:50.120

that we host that allows people to

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00:05:50.120 --> 00:05:53.150

experience wine in a completely different

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00:05:53.150 --> 00:05:56.360

way. So we are excited about, as we move

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00:05:56.360 --> 00:06:00.710

into to 2024 and beyond, about how we are

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00:06:00.710 --> 00:06:03.020

building from the ground up, how we are

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00:06:03.020 --> 00:06:06.440

getting ready to embark on several goals

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00:06:06.440 --> 00:06:09.530

that will continue us along the path of

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00:06:09.530 --> 00:06:12.590

building community as well as building a

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00:06:12.590 --> 00:06:16.820

legacy. And one of those is preparing to

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00:06:16.820 --> 00:06:20.720

open our Community Tasting Room, which we

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00:06:20.720 --> 00:06:23.900

are very excited about the opportunity to

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00:06:23.900 --> 00:06:26.750

continue to impact our community through

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00:06:26.750 --> 00:06:30.860

wine education, wine experiences, as well

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00:06:30.860 --> 00:06:33.800

as hosting other small businesses,

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00:06:33.800 --> 00:06:35.960

specifically women owned businesses and

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00:06:35.960 --> 00:06:38.300

family owned businesses that will be able to

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00:06:38.300 --> 00:06:42.050

join us in collaboration in showcasing their

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00:06:42.050 --> 00:06:44.900

business as well within the tasting room.

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00:06:44.900 --> 00:06:48.860

Another goal that we are excited to share

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00:06:48.860 --> 00:06:50.990

with our potential investors and our

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00:06:50.990 --> 00:06:54.170

community is that we will be in target in

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00:06:54.170 --> 00:06:59.090

spring of 2024, our first big box retailer,

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00:06:59.090 --> 00:07:01.700

but hopefully definitely not our last.

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00:07:01.700 --> 00:07:06.410

And we're truly excited to step into retail

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00:07:06.410 --> 00:07:10.100

where we're able to continue to expand our

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00:07:10.100 --> 00:07:13.790

wines as well as the awareness of Boyd Crew Wines

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00:07:13.790 --> 00:07:19.040

And lastly, we are also excited about

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00:07:19.040 --> 00:07:22.880

just continuing to expand the Boyd Crew Wines

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00:07:22.880 --> 00:07:25.670

offerings, as we shared earlier, will be

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00:07:25.670 --> 00:07:29.720

releasing three new wines in addition to the

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00:07:29.720 --> 00:07:33.800

three that we started with as part of our

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00:07:33.800 --> 00:07:37.520

portfolio, and giving additional options and

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00:07:37.520 --> 00:07:41.090

offerings to our community so that we can

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00:07:41.090 --> 00:07:43.070

continue to grow together.

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00:07:43.070 --> 00:07:47.030

In addition to offering our first wine club.

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00:07:47.030 --> 00:07:50.270

Lots of exciting things on the horizon for

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00:07:50.270 --> 00:07:54.530

Boyd Crew Wines, and we absolutely would love

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00:07:54.530 --> 00:07:58.430

for you to join us as we are building and as

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00:07:58.430 --> 00:08:02.270

we are growing, as we are building our

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00:08:02.270 --> 00:08:05.210

legacy, we are excited about our community

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00:08:05.210 --> 00:08:08.150

coming along and investing and building

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00:08:08.150 --> 00:08:09.650

their legacy as well.

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00:08:09.650 --> 00:08:12.800

That is what the goal of this, this business

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00:08:12.800 --> 00:08:15.440

is all about for us to build together.

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00:08:15.440 --> 00:08:19.010

So we thank you and we look forward to

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00:08:19.010 --> 00:08:21.950

continuing to grow together.