



BEARBOAT WINES · BRAND SUMMARY · 2027

Adventure in Every Sip.



BEARBOAT

Oregon wine for the seeker: meticulously crafted Willamette Valley Pinot Noir and Chardonnay for people who would rather discover something than default to what they already know.

FOUR PILLARS

Approachability. Come as you are. No expertise required, no gatekeeping.

Community. Gathered tables and campfires, almost never a solitary pour.

Discovery. Find it rather than default to it. The heart of the brand.

Adventure. Oregon, the outdoors, the trail. Atmosphere, never extremity.

WHERE WE LIVE

A table you carry.

Daylight, outdoors, improvised: a tailgate, a dock, a cooler as the table, a campfire with friends. Trailhead scale, never summit scale. Everyday premium: a weeknight dinner, not a holiday.

WHO WE'RE FOR

The Curious Host, 30–45. Gathers friends for casual meals, knows a bit about wine and wants to know more, without pressure. Buys when there's someone to host or something to bring.

Also: the Nature-Loving Explorer and the Casual Sipper.

MAC & ZEKE

Mac is the grizzly with a notched left ear. **Zeke** is the black bear with a white V on his chest. Mostly a pair, always natural bears: no clothes, no cartoon faces. A signature, not a gimmick.

VOICE

A story over a shared bottle.

Curious, grounded, soulful, playful. A knowledgeable friend, never a sommelier or a salesperson. Story first, then specs.

TAGLINES

Adventure in Every Sip. signature

Wines for a Wilder Table. lead line

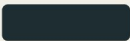
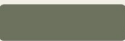
Willamette Valley Pinot Noir and Chardonnay, crafted with care and made for your table. Mac & Zeke would pour it any night of the week.

Alternate: "Made for sharing with friends at any table."

SAY THIS, NOT THAT

Bearboat (one word)	"Bear Boat," "BearBoat"
Sourced	"Estate," "estate-grown"
Willamette Valley	"Willamette and Umpqua"
Dry-farmed, hand-picked	"Sustainable"
Weeknight, everyday	"Tuesday night"

THE LOOK

				
#F2F0E7	#1E2D32	#007C8D	#C69652	#6C725E

Cream and navy carry; sage, blush, teal and amber accent. Friz Quadrata for headlines, Helvetica Neue for text, one Caveat line at most.



Pinot Noir · 2024

Dark cherry, black raspberry. 100% Willamette Valley, dry-farmed, hand-picked.

95 pts · Gold · NY International 2026



Chardonnay · 2024

Stone fruit, light toast. Lightly oaked. Willamette Valley, dry-farmed, hand-picked.

95 pts · Gold · Best of Class · LA International