

Media Contact

Broussard Communications

Melissa Broussard, 503-702-4620

Melissa@broussardcommunications.com



A New Era of Wine Clubs: Introducing A First-Of-Its-Kind Nationwide Wine Club Benefit “Wine Atlas Collective”

A coast-to-coast collaboration of wineries offers members exclusive access to handcrafted wines and immersive regional experiences

AMITY, Ore. (July 1, 2025) — In a bold reimagining of the traditional wine club, The Wine Atlas Collective launches as a first of its kind national wine club benefit led by a group of independently operated wineries across America’s most celebrated wine regions. United by a shared commitment to sustainable farming, innovative winemaking, and authentic hospitality, The Wine Atlas Collective is redefining what it means to be part of a wine club, inviting members to a curated network of producers spanning coast-to-coast.

As part of the Wine Atlas Collective, members can expect a warm welcome and exclusive perks with each visit. With 43 grape varietals produced across the Collective and over 45,000 wine club members, it represents one of the most dynamic portfolios of wines in the country—rooted in terroir and intention. The Collective’s goal is to bring wine club member communities together and give access to the diversity of American wine regions, varieties, and styles.

Members of the Wine Atlas Collective will have the opportunity to explore and taste up to 43 different grape varietals from across the country. For those interested in discovering lesser-known wines, the Collective offers access to unique and rarely found varietals such as Mourvèdre, Picpoul Blanc, Vaccarese, Teroldego, Lagrein, and Bourboulenc—alongside well-known classics like Chardonnay, Pinot Noir, Cabernet Sauvignon, and Riesling.

“The Wine Atlas Collective offers our members a unique opportunity to experience a wide range of varietals and styles from distinct American wine regions,” said Janie Brooks Heuck, Managing Director at Brooks. “This concept was developed by our team at Brooks and brought to life through collaboration across the industry. We’re breaking down geographical barriers by connecting passionate winemakers with curious wine lovers and creating access to experiences that many may not otherwise have.”

The eight founding wineries of the Wine Atlas Collective include:

- Blenheim Vineyards, Charlottesville, VA
- Brooks, Willamette Valley, OR
- Frog's Leap, Rutherford Napa Valley, CA
- L'Ecole № 41, Walla Walla Valley & Woodinville, WA
- Red Tail Ridge, Finger Lakes, NY
- Ridge Vineyards, Sonoma and Santa Cruz, CA
- Tablas Creek, Paso Robles, CA
- William Chris Vineyards, Texas Hill Country, TX

"The Wine Atlas Collective is a community we are proud to be a part of," notes Ryan Moore, Senior VP of Consumer Sales of Ridge. "Wine has always been about the experience and bringing like-minded folks together, in person and face-to-face, through a shared passion for wine."

Each founding winery of the Wine Atlas Collective offers a welcoming, hospitality-driven experience that reflects its unique sense of place. Highlights from each winery include:

Blenheim Vineyards

A part of Virginia's thriving wine region—you'll enjoy exclusive access to small-lot, 100% Virginia-grown wines crafted from four distinct estate vineyards. With VIP tastings, private member-only days, and behind-the-scenes experiences, it's a personal and delicious way to explore the unique terroir that sets Blenheim apart.

Brooks

As a member at Brooks, a female-led, Certified B Corporation, Demeter Certified Biodynamic® winery, and proud member of 1% for the Planet, members will enjoy sweeping views of the Willamette Valley, access to a biodynamic Secret Garden, and seasonal farm-to-table pairings. The experience reflects their focus on thoughtful farming, community, and making wine approachable for all.

Frog's Leap

Frog's Leap is delighted to provide a warm welcome at its historic family-owned and operated Napa Valley Red Barn winery home, where Fellowship has its privileges. Collective members can tour the winery, stroll through the expansive organic edible gardens and orchards, and enjoy complimentary wine tasting and access to exclusive experiences in the heart of Rutherford, Napa Valley.

L'Ecole № 41

Look forward to warm hospitality and exceptional sustainably-farmed wines when visiting L'Ecole № 41, a 3rd generation family-owned Washington winery. With offerings ranging from picnics on the lawn of our historic 1915 Frenchtown Schoolhouse, to guided library tastings, and behind-the-bottle cellar visits, an unforgettable experience awaits you! Members also enjoy priority access to our reserve-level winery exclusive offerings.

Red Tail Ridge

A leading Estate winery in the Finger Lakes Region, Red Tail Ridge is the only Gold LEED Certified winery in New York State. With its focus on producing beautifully crafted sparkling wines and distinctive cool-climate reds, Red Tail Ridge has been twice nominated for the James Beard Award for Outstanding Wine, Spirits or Beer Producer. Experience the landscape-views of Seneca Lake and information-filled tastings at Red Tail Ridge Winery.

Ridge Vineyards

When you visit Ridge Vineyards as a member of the Collective, you'll enjoy a relaxed, scenic experience rooted in history and quality—from complimentary flights to exclusive member-only wines made from rare and heritage grape varieties. Guests have the rare opportunity to explore some of California's oldest vineyards, including 125-year-old Zinfandel at Lytton Springs and 75-year-old Cabernet at Monte Bello. And for those seeking world-class Cabernet, a visit offers the chance to taste what The New York Times has called "America's greatest cabernet sauvignon."

Tablas Creek

Be our guest on daily tours of the world's first Regenerative Organic Certified® vineyard and enjoy seated flight tastings on our sunny patio or in the cool of our tasting room. Sample limited-production Rhone-style blends and single-varietal wines, from classics like Grenache and Roussanne to grapes Tablas Creek pioneered in America like Clairette Blanche and Vaccarese.

William Chris Vineyards

As a Hye Society member at William Chris Vineyards—named among the Top 100 World's Best Vineyards for three years running—you'll be part of a legacy rooted in craftsmanship, heritage, and a deep connection to the Texas Hill Country. Members enjoy access to limited-production wines, world-class events, and unforgettable experiences that showcase the very best of Texas hospitality and winemaking.

From soil to soul, Wine Atlas Collective invites you to sip consciously, travel meaningfully, and take part in a moment that puts planet, people, and purity at the heart of every pour.

By joining the wine club of any founding winery, you unlock exclusive benefits at all wineries within the Collective—creating a network of shared perks and elevated experiences. For more information, visit www.wineatlascollective.com and follow @wine_atlas_collective on social media.

About Wine Atlas Collective:

The Wine Atlas Collective is an association of independently operated, family-led wineries from America's top wine regions, united by a shared commitment to sustainable farming, innovative winemaking, and authentic hospitality. Our goal is to bring our wine club member communities together and give them a passport to explore the diversity of American wine regions, varieties, and styles.

As a club member of one of our wineries, you will be treated as a member at all, gaining entry into a network that spans coast to coast. With each visit, you will enjoy a warm welcome and exclusive perks. The Wine Atlas Collective is your access to experience the best of what American Wine can offer.

For more information, visit www.wineatlascollective.com and follow @wine_atlas_collective on social media.