



Bill & Liz Armstrong

OWNERS | VITNERS AT EPOCH ESTATE WINES

Geologists, Bill and Liz Armstrong, share a similar spirit, one that is dedicated to the purity of science and endless exploration. Bill is a self-diagnosed “cork dork” who is a huge believer in the fun and “truth” that is wine. One day Bill woke up and realized he wanted to be more than just a wine lover; he wanted to also be a wine producer, and thus set about on a deliberate (and quite fun) search for the perfect plot of land. Land that would produce wine he and Liz would love to make, drink, and share with family and friends. While studying oenology in his spare time, Bill’s palate quickly took a liking to wines from the Rhone region in France, particularly the Southern Rhone. These wines reflected their unique sense of place, were frickin’ delicious, and had a fun/happy factor that was totally up Bill’s alley.

So, with a specific wine style in mind and a Geology degree in his back pocket, Bill embarked on a quest for the ultimate American terroir that would produce world-class wine. In 2004, this mission led Bill and Liz to a small pocket of land on California’s Central Coast between Paso Robles and the Pacific Ocean. The unique soils, weather, hilliness, and extreme temperature swings found at Paderewski Vineyard were exactly what they were searching for. What they were not expecting was how much the Paso culture totally jived with their personalities; the entrepreneurial, collaborative spirit along with the rodeo, All-American vibe had Bill and Liz feeling at home from day one. With the later purchases of Catapult and York Mountain, Bill and Liz’s Epoch journey expanded, and they look forward to many years of crafting delicious wines, making people happy, preserving Epoch’s rich history, and most importantly, having a blast while doing it!