

DOUBLE CANYON

GENERAL MANAGER & VINEYARD MANAGER WILL BEIGHTOL

RAISED IN PROSSER, WASHINGTON, Will Beightol learned about agriculture driving a tractor as a teen for Mercer Ranches. Today, that same vegetable farm surrounds many of Washington's most prized vineyards, including Champoux, Phinny Hill and Double Canyon Vineyard.



Will attended Washington State University, graduating with a degree in business and a minor in horticulture. He managed the vineyards at Hogue Ranches for over a decade, until he learned in 2007 that Crimson Wine Group had purchased the land next door to the old Mercer Ranch. Will convinced Crimson that, being a native to the area, he was the best man to manage their newly-formed estate.

As General Manager, Will is responsible for day-to-day operations at the estate, but it's his devotion to the vines you'll see reflected in the exceptionally high quality fruit he produces each vintage. As an active member of the Washington Winegrowers Association, Will is now working on achieving LIVE certification, the most prestigious sustainability program in the Pacific Northwest.

“What I love most about the vineyards,” says Will, “is that the end product reflects the choices you’ve made—not just last year but over many years. There’s an excitement to living with the ambiguity of a vintage and the choices you make in response to it.”

In 2017, Will helped lead a team of experts to complete construction on a new 50,000-case winemaking facility in West Richland, Washington. This state-of-the-art facility is being built specifically to focus on producing benchmark Cabernet Sauvignon, and gives the team complete control over all aspects of winemaking.

“We are committed to making best-in-class Washington Cabernet, anchored by our estate vineyard in the Horse Heaven Hills. This new winery allows an even greater focus on quality and gives us a footprint for growth.” says Will. “The ability to run the elevage of the wines exactly the way we want to is the next big step in quality for Double Canyon.”

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