



Deborah Baldwin
Co-Proprietor

Former Mortgage Banker, Deborah Baldwin founded JUSTIN Vineyards & Winery with her husband in 1981 when they purchased 160 acres of land in the beautiful Adelaide Hills, 15 miles West of Paso Robles, California.

Deborah's past business experience in sales and marketing has been a natural to the never-ending needs to promote the JUSTIN brand to their various levels of distribution. Luckily the job promoting their winery has not been so difficult, due to the various honors JUSTIN Winery has enjoyed over the last 15 years since their inception. She has also been recognized by her peers and was elected in November of 2003 as a Winery Board of Director on the Paso Robles Wine Country Alliance as well as the Central Coast's Winery Board member for the Wine Institute in the year 2000.

In addition to handling the marketing for JUSTIN Vineyards & Winery, Deborah also runs and is the General Manager for their well known and highly acclaimed Country Inn called the JUST Inn, and the only Winery Restaurant in the Central Coast called "Deborah's Room" (amply named) where their Executive Chef produces a world class California/French cuisine for their guests and to the public seven nights a week.

Her marketing experience, past and present adds perspective to create alternative ways to further promote JUSTIN Winery and the Paso Robles Wine Community, as a whole, as she travels around the country on various marketing trips.

Deborah lives a very full and enriched life on the vineyard with her husband Justin, their two children Evan and Morgane, their three dogs, Zamboni, Sunny and Francois--and their two horses, Rocky and Polly.