



*Deborah Baldwin*  
*Co-Proprietor*

Deborah Baldwin, a former mortgage banker, founded JUSTIN Vineyards & Winery with husband, Justin, in 1981 with the purchase of 160 acres of land in the beautiful Adelaide Hills, 15 miles West of Paso Robles, California.

Deborah's experience in sales and marketing during her professional career has been a natural foundation for promoting the JUSTIN brand throughout the wine and food industries. Luckily, the job of promoting their winery has not been difficult, due to the various honors JUSTIN Winery has enjoyed over the last 25 years. Deborah has served on the Wine Institute's Central Coast Winery Board; she was elected to the Winery Board of Directors of the Paso Robles Wine Country Alliance in November of 2003 and currently serves on the marketing committee. For their contributions Deborah and Justin have been named the Paso Robles Wine Industry "Persons of the Year."

In addition to handling the marketing for JUSTIN Vineyards & Winery, Deborah is the General Manager and driving force for their well-known and highly acclaimed country inn, the JUST Inn. She is also responsible for the Central Coast's only winery restaurant, aptly named "Deborah's Room." Under her guidance, their executive chef produces world class California and French cuisine for JUST Inn guests and to the public seven nights a week. In addition, Deborah is instrumental in creating the JUSTIN Vineyards & Winery Guest Chef Dinner Series, bringing the most highly acclaimed chefs in the world to the property for special events five times a year.

Justin and Deborah believe it is imperative and a natural that food and JUSTIN wines go together. JUSTIN is the only winery on California's Central Coast to retain a full-time chef whose kitchen works daily to pair acclaimed JUSTIN wines with fresh seasonal and vineyard grown offerings. JUSTIN is one of the very few wineries anywhere to employ a Master Sommelier for educational services on the road and evaluation assistance at the winery.

Deborah's outgoing personality, professional marketing experience and sincere regard for the wine, food and hospitality industries are all part of the sound base with which she promotes JUSTIN Winery and the entire Paso Robles Wine Community, as a whole, while traveling around the country and at home.

Philanthropy is an important part of the Baldwins' lives, as evidenced by the more than 400 non-profit charitable entities that benefit from JUSTIN donations each year. Honoring their commitment to the well being of others, Deborah, with husband, Justin, received the American Cancer Society's Gold Coast Evening of Distinction Honoree Award in the fall of 2007.

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