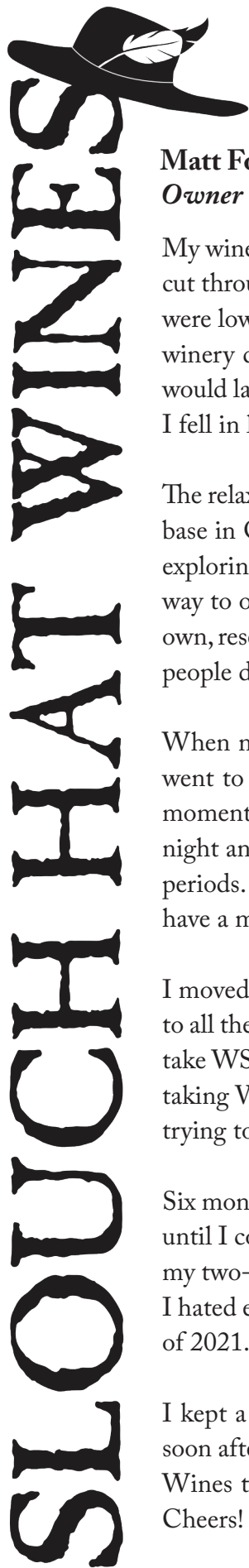


SLOUCH HAT WINES



Matt Fowler

Owner & Chief Sloucher

My wine journey began on a trip with my dad back from Harpers Ferry, WV to Washington, DC. As we cut through Northern Virginia, we began to pass a series of signs advertising wineries. Our expectations were low as we pulled into the first winery of the day. At the time I knew nothing about wine. That first winery didn't begin my love for wine, but it did introduce me to the "serenity of the vineyards" that I would later make Slouch Hat Wines' mission to bring to everyone regardless of where you open a bottle. I fell in love with the bucolic scenery and lifestyle of the vineyard and winery life.

The relaxation and peacefulness I discovered at the wineries was the complete opposite of my lifestyle on base in Quantico, VA. So, I took every opportunity to escape and explore wine country. When I wasn't exploring, I read every book on wine I could get my hands on. I became obsessed with figuring out a way to own a vineyard and winery. I spent the next couple months studying business plans, writing my own, researching vineyard/wineries for sale, and reaching out to Virginia's wine leaders to figure out how people did this.

When my time in the Marine Corps ended, I turned down full rides to law and business schools and went to work for minimum wage at a winery. My first job was in the tasting room, and I loved every moment of it. During this time, I also began taking Wine & Spirit Education Trust (WSET) classes at night and snuck into the production room to learn what I could from the production team during slow periods. I was thoroughly enjoying life, but I needed somewhere I could learn more, make more, and have a more professional experience.

I moved onto Total Wine & More and began to learn the retail side of the business. I finally had access to all the winemaking regions of the world and could truly begin to hone my tasting skills. I continued to take WSET courses and read all I could. After about a year I was burnout. I was working 60-hour weeks, taking WSET Level 3 classes at night, tasting wines, reading and studying in my limited free time, and trying to maintain some semblance of a social life. I needed a break.

Six months later I made the decision that I wasn't cut out to slowly learn and work my way up the ladder until I could start my own wine business. I changed my course and moved back to Arkansas. This began my two-and-a-half-year hiatus from the wine industry. I learned a lot about business in those years, but I hated every moment of it. Luckily, we had the opportunity to sell the business I was running at the end of 2021. Going into 2022 I was free to choose my next opportunity.

I kept a long list of possible ventures to start, but I knew there was only one option: wine. Therefore, soon after I found my freedom, I jumped headfirst back into the industry I love, and created Slouch Hat Wines to bring that same serenity I found on that beautiful day in Virginia to all that open a bottle. Cheers!

SLOUCH HAT WINES



WE STRIVE TO BRING THE SERENITY OF THE VINEYARD TO WHEREVER YOU DECIDE TO OPEN A BOTTLE
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