L’Ecole’s wines receive accolades from the major wine publishers. The winery has won a Regional Winery of the Year award from *Wine and Spirits* for nine years running.

“It’s a really exciting transition for us,” Clubb said. “With the distribution network we’ve successfully built over time, there’s an audience that’s really excited about this move into a more elegant, sophisticated look.”

“We worked on this for quite a bit of time, focusing and clarifying what we are known for,” Clubb said. “And then we worked on packaging designs to say, ‘How can we develop these thoughts into our package?’”

Though both Martin and Megan own and run L’Ecole, Martin focuses the majority of his efforts there, while Megan is president and chairman of Baker Boyer Bank, the oldest bank in the state of Washington, now with a staff of about 200.

The couple met at MIT Sloan, where both were finance majors. They moved to San Francisco, where Megan went into management consulting and Martin began project development work at Bechtel Development Company.

The pair helped Megan’s parents with L’Ecole’s first harvest in 1983, and later decided the winery presented the opportunity to run a multigeneration family business, free of corporate workdays and endless business travel.

“We became very much enamored of the whole wine business and very supportive of what they were doing,” Clubb said. “When it came time to have a family, it really made us reflect about where we were going, what we were doing.”

Read more about L’Ecole No 41’s rebranding at lecole.com/label.