

LABEL OF LOVE

LONGEVITY WINES' PHIL LONG IS A VOICE FOR DIVERSITY IN THE WINE INDUSTRY.

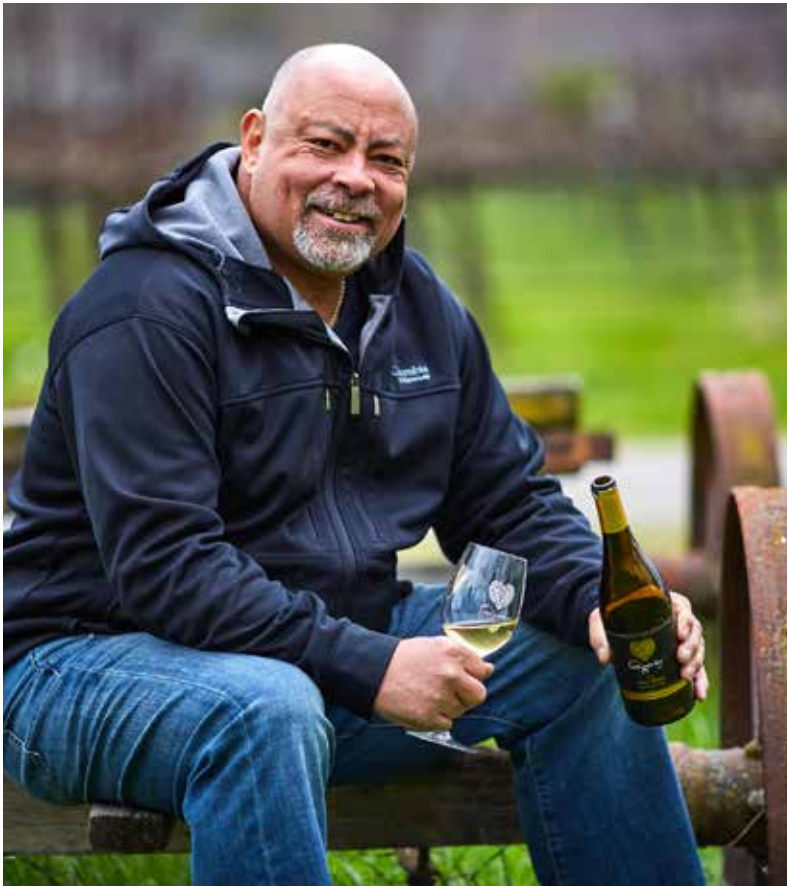
Livermore Valley winemaker **Phil Long** is the president of the Association of African American Vintners (AAAV) and the founder of Longevity Wines, a brand based on his love affair with his late wife, Debra.

The husband-and-wife team was focused on offering inclusive wine experiences until Debra lost her battle with pancreatic cancer in 2019. Phil personally designed the delicate heart logo on the Longevity Wines bottles, then had it tattooed on his forearm before she died so that she will always be with him.

Like many people of color in the wine industry today, Long had no idea that winemaking could be a career option when he was younger. Born in Washington, D.C., Long grew up in Southern California and graduated from Cal Poly Pomona with a degree in architecture. He built a successful career in packaging and store display design before becoming a winemaker.

Starting with the first syrah he created with Debra in their garage in 2002, Long has continually challenged himself to make the best wines possible. He passed that diligence on to his son, Phil Long Jr., who now serves as Longevity's assistant winemaker.

Longevity was named Livermore Valley's Winery of the Year just a few days before Debra died and is now one of the largest brands in Livermore Valley thanks to a partnership with Bronco Wine Company. As president of the AAAV (aaavintners.org), Long is devoted to elevating awareness of African Americans in the wine industry and paving paths to wine careers for all minorities.



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