



Just Grapes. Nothing Else.

The Brand

Bennu is a modern wine brand built around one simple belief—**great wine doesn't need manipulation.**

We craft expressive, balanced wines from thoughtfully sourced grapes using a hands-off approach in the cellar. No added sugar, no additives, no shortcuts — just honest wine made with intention.

Bennu is serious about quality but relaxed about rules, creating wines that fit seamlessly into modern, health-aware lifestyles without sacrificing flavor or character.

Vineyard Sourcing & Farming

We believe exceptional wine starts in the vineyard — and that how grapes are grown matters as much as how the wine is made.

That's why Bennu sources exclusively from vineyards that practice organic, biodynamic, LIVE-certified, or deeply sustainable farming methods. We partner with growers who share our respect for the land, the people who tend it, and the wines it produces.

These practices lead to

- Healthier soils and more resilient vines
- Better natural balance in the fruit
- Wines that require less intervention in the cellar

Starting with responsibly farmed grapes allows us to ferment cleanly, minimize manipulation, and stay true to our philosophy.

Why Bennu Now

Bennu sits at the intersection of

- Clean, ingredient-transparent winemaking
- Modern wellness-driven consumption trends
- Credible craft and sourcing
- Approachable, retail-ready branding

Clean Winemaking Philosophy

The Bennu Clean Wine Promise

- No Added Sugar
- Low Carb
- No Additives
- Native Yeast Fermentation
- Minimal Intervention

Bennu wines are dry, fully fermented, and naturally low in sugar — a key reason they resonate with today's ingredient-aware, wellness-minded consumers.

Purpose & Giving

Bennu is also about people.

A portion of Bennu's profits supports families affected by **Hurler syndrome**, a rare pediatric genetic disease — a cause that is deeply personal to the Bennu team through Ryan's family.

This commitment is ongoing, genuine, and built into the brand's foundation.

The Winemakers

Greg Bybee — Founder

Greg Bybee has spent over fourteen years in the wine industry, catching the wine bug in 2008 and packing his bags for California to work in the cellar and tasting room at **Rochioli Vineyards**, where he learned how world-class Pinot Noir is made. He later became a founding member of Vivino's e-commerce business, serving as wine curator for eight years and selecting wines informed by real consumer data. That experience gave Greg a clear understanding of what wine lovers actually want—insight he brought back to the Pacific Northwest as he jumped fully into winemaking. Today, he leads Bennu with a focus on clean, modern wines aligned with how people live, drink, and think now.

Ryan Kelly-Burnett — Winemaker

Ryan brings a global perspective to Bennu, shaped by winemaking roles at **Antica Napa Valley, Mud House**, and a leading estate in Tasmania. Working across both hemispheres refined his understanding of Pinot Noir and Chardonnay from vineyard to barrel. His approach blends New World precision with Old World restraint, resulting in wines that are expressive, balanced, and unmistakably Oregon.

Core Taglines

Just Grapes. Nothing Else.
Nothing Added. Nothing Taken Away.
Clean Wine for Modern Living.

