



Stacy Buchanan

Publisher



Part publisher, producer, and event promoter, Stacy Buchanan is a one-man hype machine, with a preacher's passion to bridge not hearts to god, but wine to heavy metal music. His biannual cult heavy metal and wine 'zine, *Blood of Gods*, launched in Spring 2020, is his testimony—his annual Merrymaking, a festival of art, music, and wine in downtown Walla Walla, Washington, the revival tent.

By any measure, he's succeeding, with a gift for uniting people and ideas across backgrounds and industries, attracting awards, accolades, and pilgrims along the way. While in Walla Walla for the inaugural Merrymaking, Paul Grieco of famed NYC wine bar *Terroir* proclaimed, "This is the crowd and demographic the wine industry is jonesing for."

Other buzz includes an induction to *Wine Enthusiast's* "Future 40" and *Imbibe* magazine's "Imbibe 75" lists, the latter dubbing Buchanan a person who "will inspire the way we all drink in the year to come," among notable

nods from *Decibel*, *Somm Journal*, *SIP*, and more.

The wellspring for Buchanan's unusual focus? Bonafides from years spent in the music industry promoting and touring with the likes of heavy bands such as *System of a Down*, *Slipknot*, and *Marilyn Manson*, as well as a publicist for heavy metal music label, *Century Media Records*. Combined with experience working in his Walla Walla hometown's skyrocketing wine scene, Buchanan discovered the two "uniquely specialized niches," he says, each with its own "gatekeeping nerds," have more in common than meets the eye.

Just as exacting wine speak can intimidate and exclude, Buchanan says the same terminology exists in metal. "Did you know 'technical brutal death metal' is actually very different from 'brutal technical death metal'?" he asks. "I just want to smash the gatekeeping," Buchanan says.

(Cont'd)





“For all those who find wine and wine culture off-putting or snobbish, Blood of Gods is a massive breath of fresh air. It is one more way of making the wine world more inclusive, and I delight in seeing each issue bringing these two passions together.”

—Emily Wines, MS

Throughout the pages of his publication, Buchanan pulls the curtain back from the “ivory tower snobs” and reveals a richer, louder, and more expansive and inclusive world shared by both metal and wine. Interviews with sommeliers (**Emily Wines**, **Doug Frost**) and heavy rock idols (**Tool’s** winemaking frontman, James Maynard Keenan, **Cannibal Corpse’s** Paul Mazurkiewicz), are paired with wine reviews, cocktail recipes, games, and the most brutal art—contributions from graphic, comic, and tattoo artists such as Jim Mahfood (**Tank Girl**), Dan Zettowch, Caelan Stokkerman, Daniel Johnson (**Extremity**), Victor Melendez, Morgan Beem, Ed Luce, and others.

Now wrapping his eighth issue of the mag (out 10/16/2023), Buchanan is noodling on the idea of a coffee table art book and preparing for a visit to New Zealand, where he’ll be a panelist at **SuperWild 2024**, a popular food and wine festival in Wellington. Preparations are underway for the third annual Merrymaking, currently slated for July 20th, 2024.

“Crushing grapes and smashing fakes,” Buchanan says—it’s all in a day’s work. The mission continues, and the show goes on.

—Gwendolyn Elliott

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