

A woman with long blonde hair, wearing a straw cowboy hat with a dark band and a small 'C' emblem. She is smiling and looking towards the camera. She wears a black long-sleeved shirt with a small patch on the left chest that says 'P.E. CAMP'. She is also wearing a brown leather belt with a large, ornate gold belt buckle. The background is a blurred outdoor setting with green foliage.

Carrying the Torch for Texas

Written by
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Heritage, Honor, and the Whisky Brand Built on Both

In Fort Worth, heritage is not something kept in the past. It lives in the Stockyards — in the worn brick, the aged wood, the unmistakable rhythm of the West, and the people who wear its values as naturally as their boots. As the official sponsor of the Fort Worth Stockyards, Pendleton Whisky stands in that tradition with ease, grounded in western spirit, rodeo culture, and the kind of authenticity this city still knows how to recognize.

It is no surprise that Mindy Pendleton found her place there so naturally. A Midwestern girl with a heart of gold, she was drawn not simply to a brand, but to a legacy that was built on resilience, character, and a deep respect for community. She does not describe it as joining a company. She describes it as stepping into something meaningful. And from the beginning, she has helped carry that legacy with both strength and heart.

A Brand With Roots — And a Face Behind It

Mindy has been with Pendleton Whisky since its inception. More than twenty years ago, she introduced the very first bottle to the public on Good Morning Oregon during the brand's first Pendleton Round-Up in 2003 — one of the most prestigious and longest-standing outdoor rodeos in the country.

She hasn't missed a Round-Up since.

For more than two decades, she toured two rodeo circuits across the nation each year, educating fans about the brand, becoming what many now call the face of Pendleton.

"When you step into those spaces, you feel like you've stepped back in time," she says.

For Pendleton, those spaces aren't marketing backdrops. They're foundational — rodeos, stockyards, gatherings where western culture is still lived, not performed.

"This isn't doing the Western thing for a weekend. This is real life."

That authenticity gives the brand its weight. Pendleton wasn't built to chase trends. It was built around a lifestyle — grit, loyalty, long-standing western traditions.

And when you've ridden alongside that culture for twenty years, you don't just represent it. You protect it.

Stewardship, Not Spotlight

Before rodeo crowds knew her as the Pendleton Whisky Posse rider, Mindy was a professional dancer for the Portland Trail Blazers. She later captured fan-favorite honors during Dancing

with the Rodeo Stars and went on to earn a championship dance title — a reflection of both athleticism and showmanship.

But titles aren't what define her.

What defines her is consistency.

Two Marine grandfathers. A father who taught her that your word matters.

"Integrity is following through and treating others how you would want to be treated."

That principle guides how she carries the brand — not just publicly, but relationally. In Texas, where reputation travels faster than advertising, that steadiness resonates.

Partnerships aren't transactional. They're earned.

Giving Is in the DNA

Ask why Pendleton invests so deeply in charitable partnerships and she doesn't hesitate. "It's part of our code."



For Mindy, philanthropy isn't an add-on to the western lifestyle — it's central to it.

Through partnerships with organizations like the Western Sports Foundation, Pendleton helps support rodeo athletes and their families during times of injury, crisis, or hardship — moments when the arena lights dim and the real work begins.

As a guest speaker for the Foundation, she's seen firsthand how critical that support can be.

"These athletes give everything to the sport," she says. "We want to be there when they need someone standing beside them."

Events tied to heritage often double as fundraising opportunities. Community gatherings become platforms to support neighbors facing hardship. Long-standing partnerships ensure proceeds don't leave town — they circulate back into the same communities that raised them.

"We don't just want to show up," she says. "We want to support what matters to the people who are there."

For Pendleton, success isn't measured only in distribution.

It's measured in presence.

Texas as a Living Partnership

In places like the Fort Worth Stockyards — and at rodeo's "Super Bowl," the National Finals Rodeo — the connection between brand and culture becomes tangible.

Mindy has guest hosted on The Cowboy Channel, brought energy to the Matt Merritt Morning Show during NFR, and annually autographs bottles for contestants — not as a celebrity drop-in, but as someone who's been part of the circuit for decades.

"These are living communities," she says. "You don't walk in and try to change that."

Instead, the focus is on elevating what already exists — supporting organizers, volunteers, families who keep traditions alive.

The bottle may carry the name but the community carries the meaning.

Honoring Service

Pendleton's respect for service communities is another thread woven into its story. Mindy has toured with the USO, honoring and supporting U.S. veterans — a commitment that

aligns seamlessly with the brand's western ethos of grit and gratitude.

When she speaks about visiting bases and meeting military families, her tone shifts. "How do we honor those who paved the way for us?"

It isn't rhetorical.

For her, honoring service means visibility. Recognition. Standing beside those who serve with the same loyalty they show others.

And it reflects the same values the brand was built on.

Carrying the Brand Forward

Legacy doesn't stay still.

It moves through action — through rodeos attended year after year, through music festivals emceed, through charitable partnerships sustained quietly over decades.

"It's about honoring where you came from," she says, "and making sure it continues to serve people."

That's where Mindy's story and Pendleton's story intersect.

Not in spotlight moments.

But in steady ones.

In Texas — and across the western world she's helped shape — that combination of heritage, integrity, and generosity is what turns a brand into something enduring.

And what turns a representative into part of its history.

