



2018 Reserve Pinot Noir Willamette Valley Appellation

Location: The Willamette Valley is 150 miles long and up to 60 miles wide making it Oregon's largest AVA. It runs from the Columbia River in Portland south through Salem to the Calapooya Mountains outside Eugene. Named for the river that flows through it, the Willamette Valley has the largest concentration of wineries and vineyards in Oregon and includes six sub-appellations: Dundee Hills, Eola-Amity Hills, McMinnville, Ribbon Ridge, Yamhill-Carlton and the recently approved Chehalem Mountains.

Wine history: Modern winemaking in the Willamette Valley dates back 50 years with the genius of three UC Davis refugees who believed that Oregon was an ideal place to grow cool-climate varieties. Between 1965 and 1968, David Lett, Charles Coury, and Dick Erath separately forged their way to the north Willamette Valley despite negative rumblings from their UC Davis cohorts who told them it was impossible to grow wine grapes in Oregon. They were the first to plant Pinot noir in the Willamette Valley. They also planted small amounts of related varieties, including Pinot gris, Chardonnay, and Riesling. These wine pioneers whole-heartedly believed that Oregon would one day become an important wine-growing region. Other believers were not far behind. Within the next decade, David and Ginny Adelsheim, Ronald and Marjorie Vuylsteke, Richard and Nancy Ponzi, Joe and Pat Campbell, Susan and Bill Sokol Blosser and Myron Redford all planted vineyards in the Willamette Valley. These families worked in a collaborative spirit, sharing advice, humor and encouragement, as they began writing history by producing superior wines in Oregon. Though, it wasn't until David Lett entered his Oregon Pinot noir in the 1979 Gault-Millau French Wine Olympiades and won top Pinot noir honors against France's best labels that the world started to take notice of Oregon as a serious winemaking region. The Willamette Valley became an official AVA in 1983. Today, it is recognized as one of the premier wines producing areas in the world. It is most widely known for its award-winning Pinot noir, but consistently earns top honors for other such cool-climate varieties as Pinot gris, Dijon clone Chardonnay and Pinot blanc.

Climate: The Willamette Valley is relatively mild throughout the year, with cool, wet winters and warm, dry summers. While moisture is abundant, most of the rainfall occurs in the winter, not during growing season. This temperate climate, combined with coastal marine influences, make the gentle growing conditions within the Valley ideal for cool climate grapes, including Pinot noir. The Valley enjoys more daylight hours during the growing season than in any other area of the state. During this longer growing season, the Willamette Valley enjoys warm days and cool nights, a diurnal temperature swing that allows the wine grapes to develop their flavor and complexity while retaining their natural acidity.

Soils: The Willamette Valley is an old volcanic and sedimentary seabed that has been overlaid with gravel, silt, rock and boulders brought by the Missoula Floods from Montana and Washington between 10,000 and 15,000 years ago. The most common of the volcanic type is red Jory soil, which is found above 300 feet elevation (as it had escaped the Missoula Floods deposits) and is between four and six feet deep and provides excellent drainage for superior quality wine grapes. Anything below 300 feet elevation is primarily sedimentary-based soil.

Topography: The Willamette Valley is protected by the Coast Range to the west, the Cascades to the east and a series of hill chains to the north. Its namesake, the Willamette River, runs through its heart. The largest concentration of vineyards are located to the west of this river, on the leeward slopes of the Coast Range, or among the valleys created by the river's tributaries. While most of the region's vineyards reside a few hundred feet above sea level, parts of the Willamette Valley do reach much higher. The Chehalem Mountains are the highest mountains in the Valley with their tallest point, Bald Peak, rising 1,633 feet above sea level.

Wine Making and Notes: This bottling allows us to accomplish two things that are very important to us as a winery. The first thing is that it allows us to be incredibly detailed about the barrels we select for our vineyard designated wines, so they true expressions of the site on a year in and year out basis. The Willamette Valley Pinot Noir bottling "Reserve" is almost entirely made up of barrels that simply were not included in a more prestigious bottling, which allows us to choose from larger sections of our diverse vineyards. Secondly, it allows us to create a blended wine that has a degree of consistency to it each vintage that is of incredibly high-quality and will retail for under \$30.

In short, this wine is a smoking deal! The 2017 Willamette Valley Reserve was rated as the #39 wine by The Wine Spectator and 93pts because of its unusual combination of quality, price and availability.

This bottling comes from terrific sources. The 2018 has a make-up of slightly over 40% comes from our Estate Vineyard from which we bottled 6 individual single vineyard/block bottlings in 2018. The next 3 highest sources of wine come from Freedom Hill Vineyard (one of the most famous vineyards in Oregon), Durant Vineyard (from which we bottle 2 Pinot Noirs from vines ranging from 19-46 years in vine age) and a vineyard so famous that the winery that owns it won't let us put the name of the vineyard on the vineyard designated bottling of it that we do let alone tell you it is one of the mainstays in our least expensive wine! You get the picture.

This winery has always been dedicated to the concept of the highest-level quality without necessarily attaching a corresponding price point. Patty and I always wanted to have a winery that made wines that we liked to drink, but more importantly a winery that had wines we would, were we the customer, feel good about paying for. This Reserve Pinot Noir is as an important bottling to us and this winery as the lowest production, super-fancy and exclusive wine that we make. Lots of people see, buy and drink this wine and that is something that we love.

Production: 4,977 cases bottled.