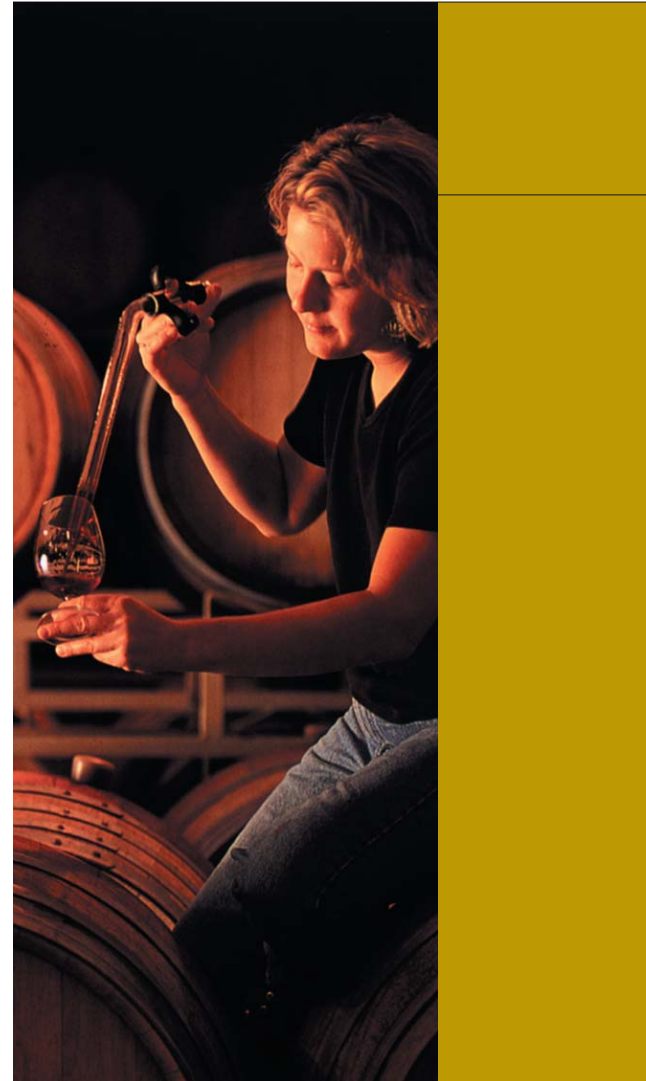

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AN INVITATION TO OREGON WINE COUNTRY

Oregon wines reflect the essence of the land where they grow and of the people who craft them.

The soils, the weather and the gentle, sunny slopes in Oregon enable winegrapes to ripen slowly during the summer and fall and to develop exquisite flavors. Winegrowers and winemakers exhibit deep appreciation for the land, knowing that this special "terroir" makes it possible to create palate-pleasing world-class wines.

The people who create Oregon wine are families, farmers, artisans and good stewards of the land. Among these people are visionaries and pioneers with a passion for Pinot noir and other outstanding wines. Even Oregon's largest wineries are small by world standards. The wines are truly handcrafted reflections of the winemakers and the land; they are produced in small lots rather than corporate quantities.



The best way to discover and enjoy Oregon wines is to visit the source. Oregon wineries provide a warm welcome to visitors. Oregon itself provides the perfect setting for travelers to combine winery visits with spectacular sightseeing. Oregon's terrain, scenery and activities are as diverse as the wine varieties produced.

Oregon's largest and best-known wine producing area is the Willamette Valley. Within 50 miles of the fertile Willamette Valley are the Pacific Ocean to the west and the Cascade Mountain Range to the east. The temperate climate and the coastal influence make the growing conditions within the valley, including the foothills of the Coast Range, ideal for cool-climate winegrapes. About 70 percent of Oregon's vineyards are located in the Willamette Valley. Most wineries are clustered into areas that make for convenient day trips from any of the cities and towns in the area. Comfortable bed-and-breakfasts and fine restaurants have been established to complement the needs of wine-country visitors as well as local residents.

At the north end of the Willamette Valley is Portland – Oregon's – major city, with a multitude of outstanding restaurants and hotels, great shopping, museums, extensive wine shops with knowledgeable proprietors, and several urban wineries.



The Pacific shore to the west offers a spectacular, rugged coastline, working fishing towns and sport fishing, and great tidepooling and beachcombing. Several wineries and tasting rooms are also located along the coast.

The Cascade Mountains provide outstanding skiing (year-round at Mt. Hood), climbing, hiking, fishing and picnicking.

East of Portland, the Columbia River Gorge offers stunning scenery such as Multnomah Falls. Wind surfers from around the world are drawn to Hood River. Wineries and vineyards located in this area and on to the east provide a broad range of wines, thanks to wide variations in microclimates due to the influences of wind, water, slopes and soil as well as heat. Winemakers here also use fruits from the pear and other orchards



that make for beautiful blossom viewing in the spring.

South of Eugene, summers are warmer than in the Willamette Valley. While the Rogue and Umpqua Valley regions have fewer wineries, large plantings have been added in the past few years. As is typical of winegrape growers throughout Oregon, those in the south are diligent in matching the most appropriate varietals to each individual vineyard site. No single grape predominates. The broad range of wines produced includes Cabernet Sauvignon, Merlot, Cabernet franc, Syrah and Tempranillo, as well as Chardonnay and others. Winery visitors can expect a warm welcome and individual attention with few crowds.

Crater Lake, the brilliantly blue centerpiece of Oregon's only national park, is little more than an hour from Medford, and annually beckons visitors from around the world. You can pursue camping, river raft-



We believe in achieving the highest quality for Oregon wine through stewardship of the land, using sustainable practices in winegrape growing and winemaking and caring for our employees, customers and communities.
— Oregon Wine Industry Values Statement

ing and other outdoor activities in the region. From the charm of historic Jacksonville to the sophistication of Ashland — home of the world-renowned Oregon Shakespeare Festival — Southern Oregon has much to offer visitors.

OREGON GRAPE VARIETALS

Oregon wines are widely recognized as among the finest in the world, due largely to the attention winegrape growers give to matching grape varieties to climate and location.

PINOT NOIR

Pinot noir is Oregon's flagship wine. No other area in the New World — and only Burgundy, France, in Europe — has a climate as ideal as the Willamette Valley for producing this elegant and complex red wine. The passion of growers and winemakers to coax the very best wine from this temperamental grape involves limiting crop levels, gentle winemaking and lengthy aging in oak barrels. Pinot noir flavors and aromas differ depending on the terroir where the grapes grow. In general, you can expect young Pinot noir to be forward and fruity with flavors of red and black berries and fruits. With bottle age, complex flavors of earth, leather, tobacco, mushroom and spice develop. Nearly 50 percent of the winegrapes planted in Oregon are Pinot noir.

OTHER REDS

One of the joys of wine touring in Oregon is the opportunity to seek out and taste a wide spectrum of other delicious red wines. The vineyards of the warmer regions are successfully discovering and establishing their own best grapes and wines, including Merlot, Cabernet Sauvignon, Syrah, Zinfandel and others.

PINOT GRIS

Pinot gris is Oregon's major white varietal, with nearly 15 percent of plantings. Pinot gris vines from Alsace, France, were first brought to



the New World by Oregon's visionary pioneer winemakers, and found the ideal conditions to thrive here. Pinot gris complements many foods, especially seafood. Fruity and spicy, styles vary from dry and full bodied to leaner and crisper. In some areas outside Oregon, wine made from the Pinot gris grape is called Pinot grigio.

OTHER WHITES

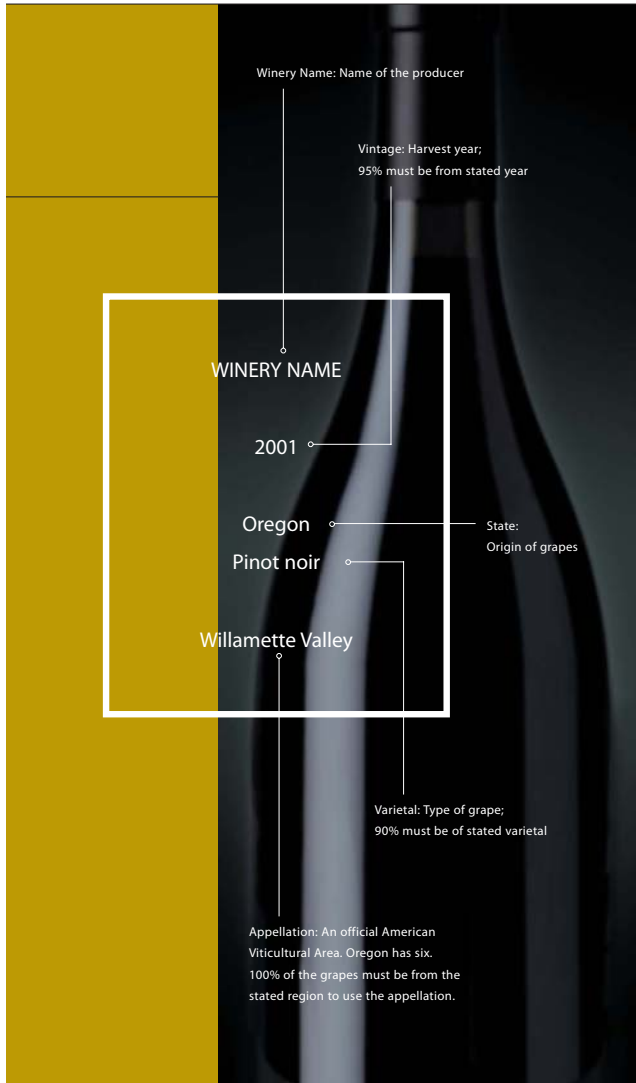
Chardonnay and Riesling are other white wines you will enjoy in Oregon, providing choices for both the dry and sweeter wine aficionado. Using newer clones and honing their skills through experience, Oregon winemakers are producing fine Chardonnays that may surprise you with their elegance and layers of flavors. You'll also discover wineries that make Gewürztraminer, Pinot blanc, Sauvignon blanc, Müller Thurgau, Viognier and others. Also look for excellent dessert and sparkling wines.

THE LABEL

The nation's most stringent wine labeling laws were adopted in Oregon in 1977. Then, and now, many wine labels used region and variety names that Oregon wine leaders did not believe adequately described the bottle's contents. Oregon winemakers therefore created standards that provide more accurate and meaningful information to consumers.

For example, the names of foreign regions like "Chablis" and "Champagne" are not allowed on Oregon wine labels. Oregon wine must contain at least 90 percent of the stated varietal. Nationally, 75 percent is required; Oregon allows Cabernet Sauvignon to comply with this standard, since it is traditionally blended with Merlot, Cabernet franc, etc.

Oregon has six appellations, and more are being sought. The largest is the Willamette Valley. In the south are the Umpqua Valley, Rogue Valley and Applegate Valley. Wineries in the Columbia River Valley touring area (see page 13) are not in an appellation. Further east, Oregon shares two appellations with Washington State; they have vineyards but no Oregon wineries. These are the Columbia Valley and Walla Walla Valley appellations.



Food-friendly and delicious Oregon wines add a special dimension to your travel in this scenic state. Since the modern revival of the Oregon wine industry in the 1960s, the number of Oregon wineries has grown to nearly 200.

Use this Oregon Winery Guide to help make your visits enjoyable. Check the days and times that wineries are open for visitors, then use the maps. If a particular winery doesn't have regular tasting room hours, you may be able to make a special appointment by calling in advance.

At many Oregon wineries, members of the owners' families may greet you at tasting rooms or special events. Plan to enjoy special experiences and discover which Oregon wines most please your palate as you tour and taste.

For current information on special events, check websites and publications listed in the back.

TIPS FOR VISITING WINERIES



Here are a few other tips to enhance your visit:

- Tasting involves multiple senses. First look at the color of the wine in the glass. Then swirl the glass and sniff, to savor the bouquet; take a moment to identify the aroma. Then sip the wine, enjoying the taste and feel of the wine in various areas of your mouth. Identify the flavors, which ones you like and why, and think about what foods would taste good with that wine.

Above all, don't be intimidated by these rituals; wine is all about pleasure!

- While most Oregon wineries offer complimentary tastes, not all wines are available without charge. Expect charges for special events, too.

- "Tastes" are small because you are sampling. Feel free to taste and spit, and to pour out wine.

- Don't wear perfume or heavy scents. They detract from the pleasure you and others will derive from the aroma or bouquet of wines.
- If you are (or look like you are) age 26 or younger, Oregon law requires wineries to check your identification, so bring it with you.
- When you find a wine you enjoy, buy a glass, a bottle or even a case! Limited-production wines may be available only at the winery. In hot weather, bring a cooler to protect your purchase.
- Many wineries have picnic areas with beautiful views.
- A designated driver is always a good idea. Large groups intending to visit a number of wineries may hire a driver and van. Large groups, please notify wineries in advance of your visit.

ORDERING, SHIPPING AND TRANSPORTING WINE

Laws relating to wine are a crazy quilt differing from state to state. Oregon wineries can legally ship wine only to states with "reciprocal shipping laws." (For an up-to-date list check the web at www.winezone.com/editorial.html)

While laws about ordering wine also differ, you can order more wine by phone or internet in states where it can be legally shipped.

Although airline regulations are in flux, at the time of this guide's publication, most airlines allow wine in checked luggage. Secure appropriate packaging at the winery where you make a purchase, to avoid breakage. Wine can also be carried on, within the carry-on limits.

A FEW WINE WORDS

Clones – For centuries, grape vines have been propagated from cuttings of parent plants to ensure they will be true to the desired traits. Newer French clones of Pinot noir and Chardonnay are showing up in more and more Oregon vineyards, with promising results.

Enology – The study of making grapes into wine.

Tannin – A natural component of wood, fruit and seeds that gives wine structure.

Terroir – The combination of soil, slope, elevation, microclimate and other vineyard-specific traits that influence grape characteristics and the resulting wines. The opportunity to taste several wines from one grape variety, made by one winemaker from different vineyards, can be fascinating. Many wines, however, are blends from several vineyards, benefiting from characteristics of each. Blends and single-vineyard-designated wines are both made by many wineries.

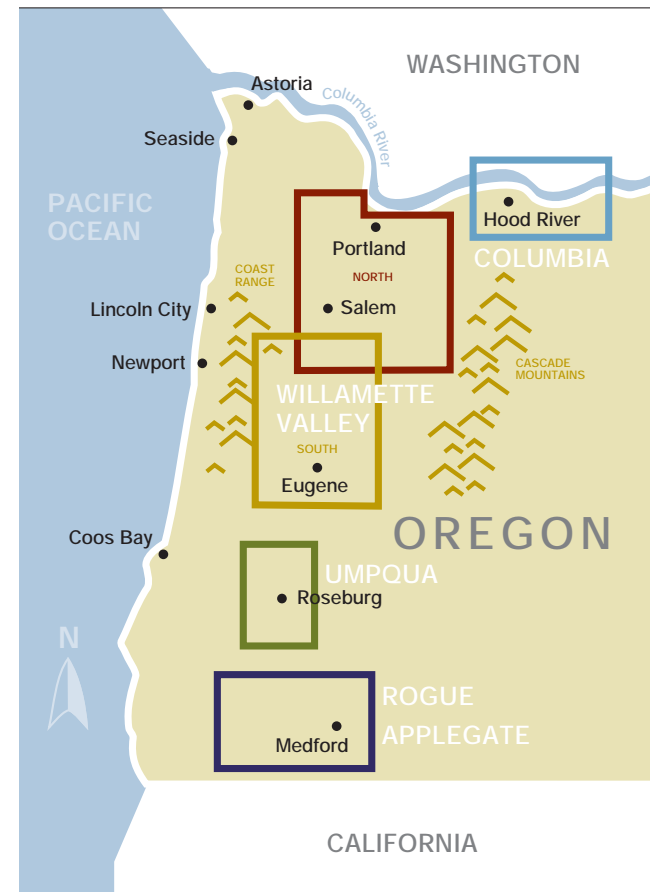
Varietal (or Variety) – Wine made from a specific winegrape such as Pinot noir or Pinot gris. In Oregon, most wines are called by their grape varietal name.

Vinifera – The species of winegrape native to Europe. Most of Oregon's winegrapes are *Vitis vinifera*. Many East Coast wines, including Niagara and Concord, are made from native American grapes, from the species *Vitis labrusca*.

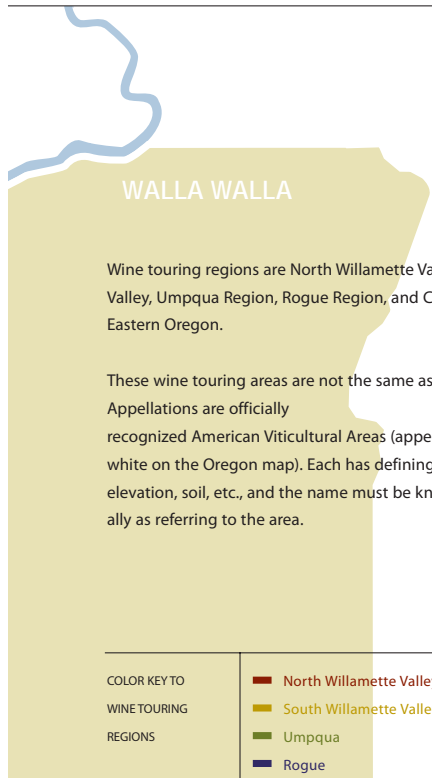
Vintage – The year grapes were harvested to make a particular wine. Weather conditions vary, so different vintages exhibit differing characteristics. For example, wine can be easy to drink while young (approachable); or possess more tannins, so that waiting to drink the wines will be rewarding. Though varietal wines are generally bottled and recognized by vintage, some wines – including sparkling wines and Ports – are blends of various vintages. That can help the winemaker craft a desired level of complexity or uniformity from year to year.

Viticulture – Grape growing. Good wine starts in the vineyard, which makes viticulture the basis for fine wine.

Winery and Vineyard — A winery is the production facility for making grapes into wine; it may or may not also grow grapes on site. In Oregon, the names of many wineries contain the word "vineyards" or "cellar" instead of "winery." On the other hand, you'll see many vineyards that farm grapevines and sell the grapes to wineries instead of producing the wines themselves. These independent vineyards add to the beauty of winegrowing regions. But when you see a "vineyard" sign, check this Oregon Winery Guide to determine whether it is a winery and is open to visitors.



WINE TOURING AREAS AND APPELLATIONS



WALLA WALLA

Wine touring regions are North Willamette Valley, South Willamette Valley, Umpqua Region, Rogue Region, and Columbia River Valley/ Eastern Oregon.

These wine touring areas are not the same as Oregon's appellations. Appellations are officially recognized American Viticultural Areas (appellations are denoted in white on the Oregon map). Each has defining characteristics such as elevation, soil, etc., and the name must be known locally or nationally as referring to the area.

COLOR KEY TO	■ North Willamette Valley
WINE TOURING	■ South Willamette Valley
REGIONS	■ Umpqua
	■ Rogue
	■ Columbia River Valley/ Eastern Oregon