

# WILLAMETTE VALLEY VINEYARDS

“Pinot Noir made with consideration  
for the environment, employees, and  
community simply tastes better.”

*Jim Bernau*

Jim Bernau, Founder/Winegrower



[WillametteValleyVineyards.com](http://WillametteValleyVineyards.com)

8800 Enchanted Way SE · Turner, Oregon 97392 · 1-800-344-9463 · [info@wvv.com](mailto:info@wvv.com)

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# *Building a Dream*

The “budwood” of Willamette Valley Vineyards began long before its founding in 1983 by vintner Jim Bernau. His dad, a Roseburg attorney, was hired by a California winemaker to secure one of the first winery licenses in Oregon since Prohibition. Jim’s dad allowed small tastes of Richard Sommer’s wine at the dinner table, lighting a path that led Jim from home winemaking to studies at UC Davis and eventually Beaune, France. His early “wine-making” grew more from mischief when at the age of 10, he liberated his mom’s frozen Concord grape juice from the freezer following the description of fermentation in the family’s set of encyclopedias.

In 1983, with the encouragement from winemakers making their move from California, Jim cleared away an old pioneer plum orchard in the Salem Hills, hidden underneath Scotch broom and blackberry vines. Unable to afford drip irrigation, he watered the vines by hand using 17 lengths of 75-foot garden hose to get the grapelings through their first summer.



## **America’s Community-Funded Winery**

Willamette Valley Vineyards became the first SEC authorized community-funded business in the United States through the first successful Regulation A self-underwritten public offering in 1989. The winery has grown with the support of wine enthusiasts through Preferred Stock Ownership (NASDAQ: WVIP) funding new vineyards, wineries and experiences.



Winery Owners gather at the Groundbreaking Celebration in 2017 to help harvest the first Pinot Noir crop from Bernau Estate Vineyard.

# History

**1983** Founder Jim Bernau began planting Pinot Noir vines in what's now called the Bernau Block at the Estate in the Salem Hills.

**1988** Jim, as a member of the Oregon Governor's Delegation to Burgundy, helped arrange the import of French Chardonnay budwood — the renowned Dijon Clones.

**1989** Became the first successful, community-funded winery in the country with a self underwritten Regulation A Public Common Stock offering, extending Ownership to wine enthusiasts.

**1995** Jim's personal gift to Oregon State University established the nation's first professorship of fermentation science.



**1996** Willamette Valley Vineyards partnered with Quail Run Vineyards to make the first vintage of Griffin Creek wines and the Merlot was named "Best Red Wine in Oregon" by *Wine Spectator*.

**1997** The winery became a founding member of LIVE (Low Input Viticulture and Enology) and Salmon-Safe. Willamette merged with Oregon wine pioneer Bill Fuller's Tualatin Estate Vineyard planted in 1973, one of the oldest and most respected vineyards in Oregon.

**2002** Wines appeared on NBC's hit television show "Friends" and were served at the White House.

**2007** Upon the retirement of Dick and Betty O'Brien in 2007, Elton Vineyard was contracted under a long-term lease. Became the first winery in the world to use sustainable cork stoppers certified by the Rainforest Alliance to Forest Stewardship Council (FSC®) standards.



**2010** The Oregon Wine Board recognized Jim's early work with its Founder's Award followed by the Governor's Gold Award, presented by Oregon's four living governors.

**2014** Remodeled the Estate Tasting Room, Patio and Courtyard, plus expanded the Barrel Room and added two LEED Gold Winery Suites.

**2015** Launched Oregon Estate Vineyards to build boutique brands on some of Oregon's most intriguing vineyard sites. To fund the effort, the winery issued a Preferred Stock Offering inviting wine enthusiasts to become part of Oregon's wine future as Winery Owners. To date, brands include Elton in the Eola-Amity Hills, Pambrun in the Walla Walla Valley, Maison Bleue in The Rocks District of Milton-Freewater and Bernau Estate in the Dundee Hills.

**2018** Started the process to convert the Bernau Estate Vineyard in the Dundee Hills to biodynamic practices.

**2019** Founder Jim Bernau and Justin King of King Estate Winery accepted the Innovator of the Year award at the *Wine Enthusiast* Wine Star Awards for Oregon Solidarity, a collaboration wine to support Rogue Valley winegrowers whose contracts were abruptly canceled due to claims of smoke taint.



**2020** Willamette Wineworks, a microwinery located in Historic Folsom, California, opened as Willamette Valley Vineyards' first prototype outpost and debuted a Barrel Blending System with Natoma wines.



# Winery Developments



## **Domaine Willamette** *at Bernau Estate in the Dundee Hills*

Domaine Willamette will produce world-class méthode traditionnelle sparkling wines with an underground aging cellar at the Biodynamically-farmed Bernau Estate Vineyard. The winery will offer Oregon-inspired hospitality with wine and food pairings, stunning views, educational tours and beautiful gardens for you to explore.

Our signature Domaine Willamette wine will be distributed to wine shops and restaurants to showcase the Willamette Valley's capability in growing and producing sustainably-grown méthode traditionnelle sparkling wines equal to the great Champagnes. *Anticipated opening: 2022*

## **Winery Tasting Room & Restaurants**

After successfully launching our first prototype in Folsom, California in 2020, we're expanding into some of Oregon and Southwest Washington's most exciting areas. Our new Tasting Room & Restaurants will bring the winery experience to our guests and offer Pacific Northwest-inspired dishes to pair with our classic Oregon wines. We are debuting a new Membership option for guests and Owners to enjoy at these locations.

### **Lake Oswego**

Located off Highway 43 in downtown Lake Oswego, this Tasting Room & Restaurant features food and wine pairings, wine lockers, trellised patio with an outdoor fire pit, private wine cellar dining room and ample parking. *Now Open.*



### **Vancouver Waterfront**

Featuring incredible views of the Columbia River, this new wine tasting destination features seven Washington wineries and we are excited to be the first from Oregon. Our Tasting Room & Restaurant will include barrel booth seating, gathering space on our Mezzanine and spacious patio seating overlooking the river. *Anticipated opening: Summer 2022.*



## **Winery Highlights**

### **World-class Wines Through Shared Ownership**

Founder Jim Bernau believes among the healthiest forms of business are those owned by the community. Jim's vision of organizing the support of wine enthusiasts to make world-class wines through shared ownership has resulted in more than 24,000 Owners. Willamette Valley Vineyards became the first SEC authorized community-funded business in the United States through the first successful Regulation A self-underwritten public offering in 1989. The winery has grown with the support of wine enthusiasts through Preferred Stock Ownership (NASDAQ: WVVIP) funding new vineyards, wineries and experiences.

### **Oregon's Leading Producer of Willamette Valley Appellated Pinot Noir**

The winery sources all of its barrel-aged Pinot Noir from its estate-grown vineyards and meticulously farms, by hand, nearly 500 acres in the hills of the valley.

### **Stewardship of the Land**

Since the winery's founding in 1983, stewardship of the land has been a key principle in our wine-making and farming practices. The estate vineyards are certified sustainable through LIVE (Low Input Viticulture and Enology) and Salmon-Safe. In addition, Willamette Valley Vineyards was the first winery in the world to use natural cork certified through Rainforest Alliance to Forest Stewardship Council standards. Natural cork enclosures reduce a bottle of wine's carbon footprint by 25% (*The Drinks Business*).



# Our Vineyards

## ● Estate Vineyard

*Salem Hills* | Est. 1983 by Founder Jim Bernau

SIZE: 67 acres

ELEVATION: 500-750 feet

SOIL: Jory and Nekia

VARIETALS: Pinot Noir, Chardonnay,  
Pinot Gris

## ● Elton Vineyard

*Eola-Amity Hills* AVA | Est. 1983

by Dick and Betty O'Brien

SIZE: 67 acres

ELEVATION: 250-500 feet

SOIL: Jory and Nekia

VARIETALS: Pinot Noir, Chardonnay, Pinot Gris,  
Grüner Veltliner

ACCOLADES: Named one of Oregon's top ten  
vineyards by *Wine Press Northwest*, listed as  
one of five key vineyards in the Eola-Amity Hills  
AVA by *Wine & Spirits Magazine*.

## ● Tualatin Estate Vineyard

*Forest Grove* | Est. 1973 by Bill Fuller

SIZE: 171 acres

ELEVATION: 250-530

SOIL: Laurelwood with iron concretions  
called Pisolites

VARIETALS: Pinot Noir, Chardonnay, Pinot Gris,  
Pinot Blanc, Sauvignon Blanc, Riesling, Muscat

## ● Bernau Estate Vineyard

*Dundee Hills* AVA | Est. 1994

SIZE: 18 acres

ELEVATION: 230-280 feet

SOIL: Woodburn silt loam over marine sediment

VARIETALS: Pinot Noir, Pinot Meunier, Chardonnay

## ● Ingram Estate Vineyard

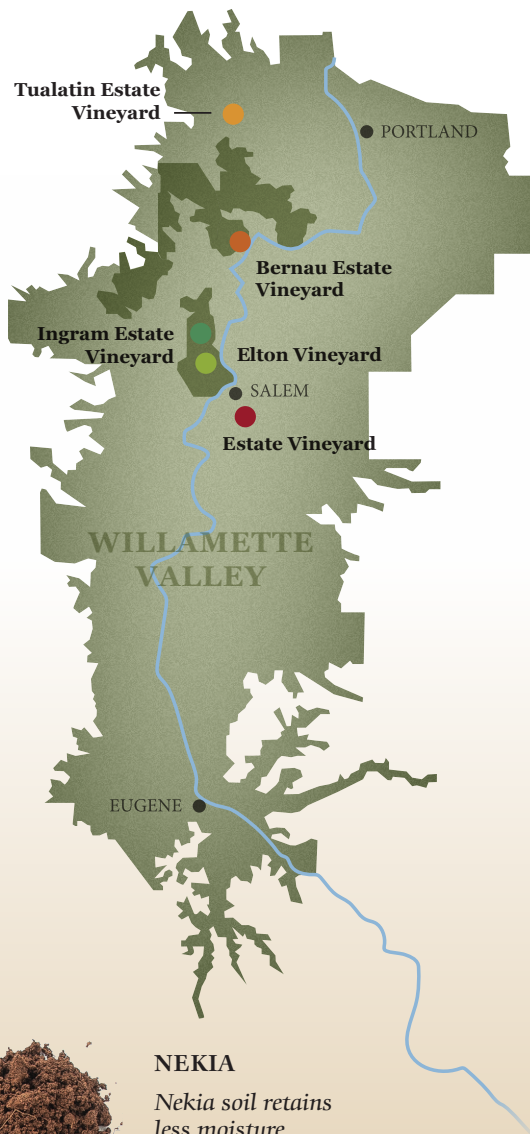
*Eola-Amity Hills* AVA | Est. 2013

SIZE: 160 acres

ELEVATION: 250-530 feet

SOIL: Jory

VARIETALS: Pinot Noir, Chardonnay



## Willamette Valley Soil

The soils and parent materials are crucial factors in what makes the Willamette Valley so unique and perfectly suited for Pinot Noir.



### PISOLITES

The top layer of the Laurelwood soil of Tualatin Estate is riddled with deposits of unique, iron concretions called "pisolites" and are caused by the weathering of minerals.



### NEKIA

Nekia soil retains less moisture which means grapes ripen earlier.



### JORY

Jory soil provides exceptional drainage which helps yield high-quality wine grapes.

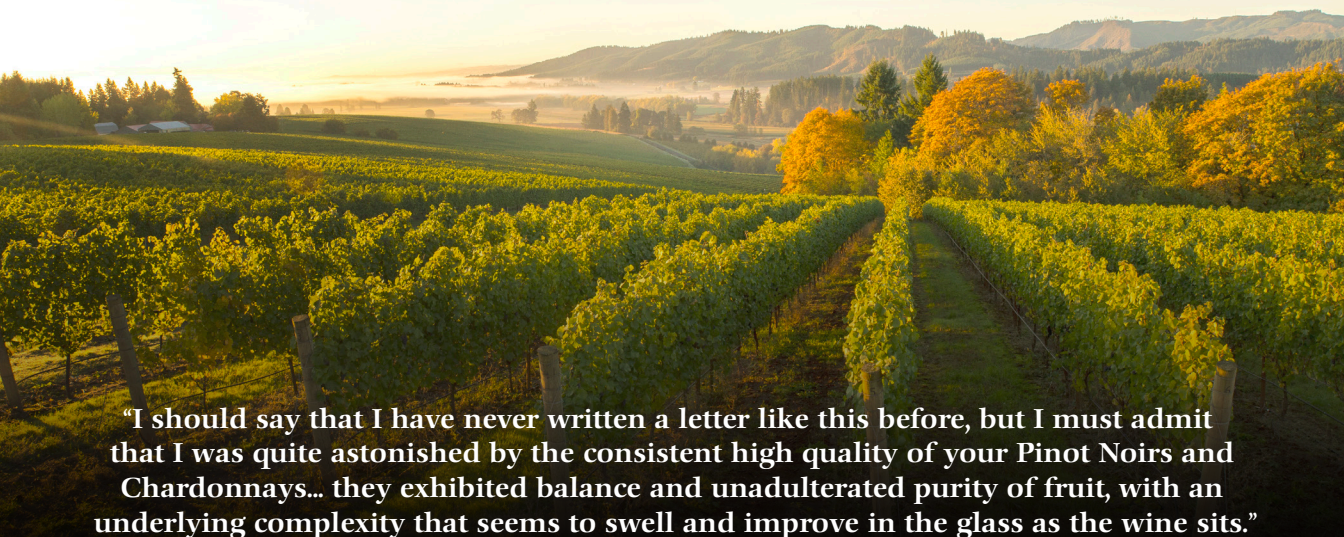




**Left:** Elton Vineyard has deep, volcanic Jory soil with a top layer of Woodburn sedimentary soil deposited by the cataclysmic Missoula Lake Flood. The vineyard was planted around a “glacial erratic,” white granite that rafted in a chunk of glacial ice in the flood waters from Montana and Canada — contributing a unique aroma and flavor profile. **Right:** Dick O'Brien (1940–2016) and the glacial erratic that now serves as the family headstone.



**Left:** Oregon Wine Pioneer Bill Fuller tasting wine in the Barrel Room. **Right:** Vineyard Manager Efren Loeza began working at Tualatin Estate Vineyard at the age of 17 and has worked in our vineyards ever since — more than 40 years! He received the Oregon Wine Board's first Vineyard Excellence Award in 2016.



**“I should say that I have never written a letter like this before, but I must admit that I was quite astonished by the consistent high quality of your Pinot Noirs and Chardonnays... they exhibited balance and unadulterated purity of fruit, with an underlying complexity that seems to swell and improve in the glass as the wine sits.”**

Robert Parker of *The Wine Advocate* in a letter to Bill Fuller, Founder of Tualatin Estate.



# Winemakers



**Jim Bernau**  
Founder/Winegrower

Willamette Valley Vineyards was established in 1983 when Founder Jim Bernau planted an overgrown pioneer plum orchard in the Salem Hills with Pinot Noir, watering his vines with a garden hose. While the vines were growing, Jim concentrated on helping Oregon Winegrowers by passing legislation on making wineries a permitted use on farmland, the direct shipment of wine, wine tastings in stores and restaurants, and later the establishment of the Oregon Wine Board. Jim's personal gift to Oregon State University established the first professorship for fermentation science in the nation.

Jim believes among the healthiest forms of business organization are those owned by the community. He conducted the first "crowdfunding" in the nation to build his winery by obtaining permission from the Securities and Exchange Commission in 1988, resulting in a growing fabric of laws allowing community-based funding for small businesses. Willamette Valley Vineyards has grown to more than 24,000 wine enthusiast shareholders and is listed on the NASDAQ under the symbol WVVV.

Enology) as well as receiving the Sustainable Standard-Setter award from the Rainforest Alliance for their use of FSC-certified cork. In 2014, Jim was honored with the Los Heroes de Salud! award for his contributions in providing healthcare to Oregon's vineyard workers. These accomplishments have led to Willamette Valley Vineyards being listed among the top 100 Wines in the World by *Wine Spectator Magazine*, named "One of America's Great Pinot Noir Producers" by *Wine Enthusiast Magazine* and "Winery of the Year" by *Wine & Spirits Magazine*.



**Christine Clair**  
Winery Director

Christine's love for Oregon wine began at an early age when as a young girl she would sell her friendship bracelets in the Willamette Valley Vineyards tasting room. Her life-long connection and passion to fulfill the founders' dream of making world-class Pinot Noir led her back to the winery where she now leads winemaking and vineyard operations, as well as sales and marketing. She is training to replace the Founder/CEO upon his retirement.

In 2015, Christine co-founded a new company division, Oregon Estate Vineyards, with Jim Bernau, dedicated to building boutique wineries on some of Oregon's most intriguing vineyard sites to continue to create and share the Oregon wine story. The wineries include Elton in the Eola-Amity Hills, Pambrun in the Walla Walla Valley, Maison Bleue Winery in the Rocks District of Milton-Freewater and Bernau Estate in the Dundee Hills.

In 2018, Christine helped coordinate the Oregon Solidarity wines to help Southern Oregon winegrowers who had their contracts canceled just days before harvest citing smoke taint. Oregon winemakers teamed up to collaboratively make and sell wines with the net proceeds benefiting the Rogue Valley Vintners to support vineyards in the region. The collaboration was awarded by *Wine Enthusiast* the Wine Star Award for Innovator of the Year.

Christine has been awarded *Wine Enthusiast Magazine's* 40 Under 40, *Portland Business Journal's* 40 Under 40 and Wine & Spirits Educational Trust Future 50 Award. Christine lends her support as a Board Member for the Willamette Valley Winery Association, International Pinot Noir Celebration and Women in Wine: Fermenting Change in Oregon.





# *Stewardship of the Land*

Since the winery's founding in 1983, stewardship of the land has been a key principle in our winemaking and farming practices.



## **LIVE & Salmon-Safe**

All of our Estate Vineyards have been certified sustainable through LIVE (Low Input Viticulture and Enology) and Salmon-Safe.



## **FSC® Certified Cork**

Willamette Valley Vineyards was the first winery in the world to use cork certified through Rainforest Alliance to Forest Stewardship Council standards. Cork is a natural and sustainable product where the cork bark is only peeled every nine years as the tree continues to sequester carbon throughout its long life.



## **Raptors in the Vineyard**

Partnering with Cascades Raptor Center, we place rehabilitated barn owls and kestrels into our vineyards for natural pest protection.



## **Wind and Solar Powered**

The Estate Vineyard utilizes both wind and solar power. By using wind-powered electricity, we avoid emitting 1,084,102 pounds of CO<sup>2</sup> into the environment each year, and our solar panels prevent 1,780 tons of CO<sup>2</sup> from entering the atmosphere.



## **Willamette Valley Oak Accord**

The winery is one of the founding signatories of Willamette Valley Oak Accord, a grassroots effort to protect and restore remaining oak habitats in the Willamette Valley.



## **Recycling Water**

The winery has a state-of-the-art greywater system allowing us to use significantly less water and filter out organic solids for compost.



## **Supporting Native Bee Populations**

The vineyards are home to several mason bee boxes, providing safe nesting places for these native bees, allowing them to thrive and replenish their declining populations.



# Our Wines



## Whole Cluster® Fermentation

Years ago, Founder Jim Bernau began experimenting with Pinot Noir by gently dropping hand-picked whole clusters in a chilled stainless fermenter, pushing all the oxygen out with CO2 and sealing the vessel tight. What happened next was magical – the berries started to swell and turn pink. When they burst, they released the most aromatic, fermenting Pinot Noir.

In 2015, the first Whole Cluster® Rosé of Pinot Noir was created by fermenting the first free-run juice that burst from uncrushed Pinot Noir clusters. This whole cluster process achieves great color, aroma and flavor in rosé and strengthens our Whole Cluster® Pinot Noir quality.



Pinot Gris was first introduced into the United States from France by David Lett, who planted Gris in the North Willamette Valley at Eyrie Vineyards. Jim got his first cuttings from David. The variety is now Oregon's leading white wine.







As a member of the Oregon Governor's Delegation to Burgundy in the 1980s, Jim sought native French clones to improve Chardonnay quality.

## The French Connection

The importation of "Dijon Clones" of Pinot Noir and Chardonnay into the Willamette Valley was one of the greatest tipping points in Oregon wine quality. The state's original plantings, which were brought up from California by emigrating winemakers, produced fruit that failed to fully ripen in cool vintages. The new Dijon clones ripen two weeks earlier, yielding beautifully balanced wines of ripe Chardonnay and acidity.

## iSALUD! To Our Health

### Healthcare services for Oregon's Seasonal Vineyard Workers

Willamette Valley Vineyards is a proud supporter of iSalud!, whose mission is to provide access to healthcare services for Oregon's seasonal vineyard workers and their families. In 2013, we presented a founding gift to fund a Mobile Wellness Unit that can travel into the vineyards and provide on-site care. In 2014, Founder Jim Bernau was presented the Los Heroes de iSalud! Award, recognizing his significant contributions to iSalud!'s efforts.



Leda Garside, RN, BSN, MBA & Jim Bernau.

*Independent and Wine Enthusiast Owned*

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