# WILLAMETTE VALLEY

## VINEYARDS

"Wines made with consideration for the environment, employees and community simply taste better."

Jim Bernau, Founder/Winegrower



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 "winemaking" 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' garden hose to get the grapelings through their first summer.

## 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 19,000 wine enthusiast owners (NASDAQ: WVVI & WVVIP).



## History of Willamette Valley Vineyards

1983 Founder Jim Bernau began planting Pinot Noir vines in what's now called the Bernau Block at the Estate Vineyard 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 company in the country with a self underwritten Regulation A Public Common Stock offering, extending Ownership to wine enthusiasts. 1990 The winery began a glass recycling program offering ten cents per bottle for all wine bottles returned to its Tasting Room. Jim's personal gift to Oregon State University established the 1995 nation's first professorship of fermentation science. 1997 The winery became a founding member of LIVE (Low Input Viticulture and Enology) and Salmon-Safe. WVV 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 O'Briens' retirement 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 the industry's 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 farming 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. 2020 Willamette Wineworks, a microwinery located in Historic Folsom, California, opened as WVV's first prototype outpost and debuted a Barrel Blending System with Natoma wines.





### **Estate Vineyard** Willamette Valley AVA | Est. 1983

Located south of Salem and planted on the south-facing volcanic flow, the Estate vineyard has 67 acres of vines rising from 500-750 feet in elevation with seven to twelve degree slopes tilted toward the sun. As a result, the vines get excellent air drainage with temperatures approximately 10 degrees cooler than the valley floor during the day. The shallow, rusted red volcanic Nekia and Jory soils at this site are well drained to a depth of two and a half to six feet.



## **Tualatin Estate Vineyard** *Tualatin Hills AVA | Est. 1973*

Tualatin Estate Vineyard is one of the oldest and most respected vineyards in Oregon. Pinot Noir and Chardonnay from Tualatin took Best of Show for both the red and white categories at the London International Wine Competition in the same year, a feat unduplicated in the competition's history. Covered in Laurelwood soil and Pisolites, the slope is south-facing with an elevation of 250-530 feet.



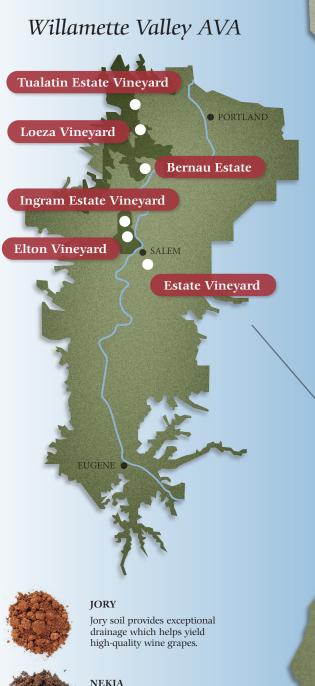
## Elton Vineyard Eola-Amity Hills AVA | Est. 1983

Founded by Dick and Betty O'Brien, the vineyard was planted in 1983 on land inherited from Betty's parents, Elton and Peggy Ingram – hence the name Elton Vineyard and the address on Ingram Lane. Elton Vineyard, rising 250-500 feet in elevation, 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 carried from Montana/Canada in glacial ice from the flood. Ingram Estate Vineyard was planted above Elton in 2013.



#### **Bernau Estate Vineyard** Dundee Hills AVA | Est. 1994

Bernau Estate, with an elevation of 230-280 feet, has 18 acres of Pinot Noir, Pinot Meunier and Chardonnay to produce world-class méthode champenoise sparkling wines. The vineyard is in the process of becoming biodynamic certified, a holistic, ecological and ethical way of farming. It involves managing a farm utilizing the principles of a living organism. Applying biodynamics in the day-to-day operation of a farm, or in our case a vineyard, involves creating a farming system that is minimally dependent on outside materials to meet the needs of the land.







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 soil retains less moisture which means grapes ripen earlier.

Soil photos courtesy of Oregon Wine Press

Umpqua Valley AVA

WASHINGTON

Rogue Valley AVA

CALIFORNIA

Dick O'Brien (1940–2016) and the glacial erratic that now serves as the family headstone that can be seen from miles away, placed in the center of Elton Vineyard.

## **Elton Vineyard**

Dick and Betty O'Brien married in 1967 and began building a life together on Betty's family's farm. Dick served as a middle school teacher and Betty became the Executive Director of the Santiam Girl Scouts. After a trip to Germany in 1980 where they stayed with a family that grew wine grapes, they returned to Oregon inspired and eager to plant a vineyard of their own. Betty's parents, Elton and Peggy Ingram, turned over five acres of the farm for them to plant grapevines. They planted Pinot Noir and Chardonnay in 1983, the same year that Jim Bernau, Betty's friend and college classmate, planted our Estate Vineyard in the Salem Hills. Their vineyard grew over the years from five acres to more than 60 acres and was named one of Oregon's top ten vineyards by *Wine Press Northwest*. Upon the O'Briens' retirement in 2007, the vineyard was contracted under a long-term lease to Willamette Valley Vineyards. Retirement allowed Dick and Betty O'Brien to complete a beautiful 1.5-acre garden on the property.

# **Tualatin Estate Vineyard**

In 1971, Bill Fuller began exploring sites in the Willamette Valley with his business partner Bill Malkmus and eventually moved from California to Oregon with his family to pursue his dreams of starting his own vineyard and producing cool-climate Pinot Noir from the Willamette Valley. Established in 1973, Tualatin Estate Vineyard is one of the oldest and most respected vineyard sites in Oregon and was the first to produce an Oregon wine named to the *Wine Spectator* Top 100 List.

The vineyard site is located in a coastal rain shadow near Forest Grove, Oregon. The soil is called Laurelwood, an ancient ocean bottom uplift topped with loess — glacial scrapings or "rock flour." The unusual aspect of this soil is the formation of "pisolites," iron concretions that appear as rusted musket balls in the top layer, creating a pronounced "rose petal" nose that can be easily blind tasted in a lineup of top Oregon Pinots.

The first big break for Jim Bernau was when Bill Fuller merged with Willamette Valley Vineyards in 1997 as a way to retire. Bill came out of retirement 18 years later to craft small-lots of Pinot Noir and Chardonnay from his favorite blocks using his traditional techniques — and is still making wine at age 83!

"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



Oregon Wine Pioneer and Tualatin Estate Vineyard Founder Bill Fuller

Our Wines

#### **Estate Pinot Noir**

Our Estate Pinot Noir expresses the terroir of our three vineyards — the original planting by Founder Jim Bernau in the Salem Hills, Tualatin Estate planted by Oregon wine pioneer Bill Fuller in the foothills of the Coastal Range and Elton Vineyard planted by Dick and Betty O'Brien on the east face of the Eola-Amity Hills.



# Pinot Gris

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

### Whole Cluster<sup>®</sup> Fermentation

90 Vine Spectator

WILLAMETTE VALLEY

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WILLAMETTE VALLEY . PINOT NOIR

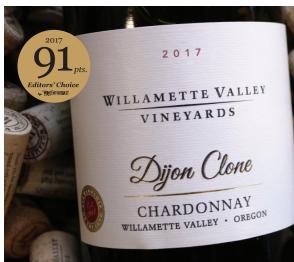
Years ago, Founder Jim Bernau began experimenting with Pinot Noir by gently dropping hand-picked whole clusters in a chilled stainless fermenter, pushing all the oxygen out with CO2 and sealing the vessel tight. What happened next was magical – the berries started to swell and turn pink. When they burst,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

In 2015, the first Whole Cluster<sup>®</sup> Rosé of Pinot Noir was created by fermenting the first freerun 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<sup>®</sup> Pinot Noir quality.

"If you want to see just how seductive Pinot Noir is made in an easy to drink style can be, don't miss this delicious, beautifully made wine ... may be the world's most delicious and accessible Pinot."

- Robert Parker, The Wine Advocate





## The French Connection

The importation of "Dijon Clones" of 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 with ripe flavors and acidity.



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

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



Our mission in growing cool-climate varietals is to create elegant, classic Oregon wines from the Willamette Valley Appellation. As native Oregonians, we treasure our environment and use sustainable practices in growing and vinifying our wine grapes.



Left: 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! Right: Associate Winemaker Gabi Préfontaine, Winery Director Christine Clair, Founder Jim Bernau and Winemaker Joe Ibrahim.



Willamette Valley Vineyards winemaking team celebrates a successful 2019 harvest.



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

## Healthcare Services for Oregon's Seasonal Vineyard Workers

Willamette Valley Vineyards is a proud supporter of iSalud!. Their 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.

#### LIVE & Salmon-Safe

winemaking and farming practices.

All of the estate vineyards have been certified sustainable through LIVE (Low Input Viticulture and Enology) and Salmon-Safe. Founder Jim Bernau was honored by his fellow winegrowers with LIVE's Founder's Award for his involvement in creating the first system of environmental stewardship in American agriculture.

Since the winery's founding in 1983, stewardship of the land has been a key principle in our

#### Rainforest Alliance FSC® Certified Cork

Stewardship of the Land

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 sustainable product where the cork bark is only peeled every nine years and the tree sequesters carbon throughout its long life. Natural cork enclosures reduce a bottle of wine's carbon footprint by 25% (*The Drinks Business*).



LIVE 🗵

√\_} FSC

#### 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<sub>2</sub> into the environment each year, and our solar panels prevent 3,560,000 pounds of CO<sub>2</sub> 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 mason bee boxes, providing safe nesting places for these native bees, allowing them to thrive and replenish their declining populations.

## WILLAMETTE VALLEY VINEYARDS

Estate

WILLAMETTE VALLEY · PINOT NOIR

# "One of America's Great Pinot Noir Producers"

**WINEENTHUSIAST** 

Independent and Wine Enthusiast Owned



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