1. Experimenting with new ideas—it's in our history

From early pioneers in Oregon's wine industry to today's large and small producers, the "let's try it!" approach to new ideas in vine care and wine crafting is the legacy and practice of Dundee Hills wineries and winemakers. From vine to barrel to bottle to consumer, every step of the way is meticulously managed—we're always looking for innovations to make our wines even better.

THE SECOND GENERATION AT SOKOL BLOSSER CONTINUES TO EVOLVE THEIR WINEMAKING

Sokol Blosser, now managed by the second generation, is experimenting with native yeasts for the fermentation process, including one unique strain they're calling "mysterious." They've also begun using a concrete egg for white wines, including Riesling, Pinot Gris and Muller-Thurgau. The concrete and unique egg shape echo an ancient process of aging and fermenting in cement.

To bring bright acidity and crisp minerality to their popular whites—Pinot Gris and Pinot Blanc—they're aging in smaller (55 gallon) stainless steel drums which were formerly used to store Coca-Cola. Rest assured, all Coca-Cola flavors were sanitized out of the drums before the wine was added!

THE "CONTRARIAN APPROACH" AT NATIVE FLORA

Native Flora humorously views their approach as "the bad boy, rebel, contrarian winery of Oregon." Their site challenges conventional wisdom on many fronts, including North-facing slopes up to a 30% grade. The vineyard is mown year-round by Southdown Babydoll sheep, which require a unique vine trellis system designed around their physiology and behavior. They also employ systematic vineyard trials and quantify the results—half of the vineyard is currently pruned in a style that "doesn't work" in Oregon, but Native Flora believes it does.

The entire Native Flora winery, home and tasting complex is geothermally heated and cooled courtesy of the vineyard and captures 1.3 million gallons of rainwater each year to use in the vineyard as needed. Native Flora produces very traditional Pinots, but also makes unique rosés and other blends from their "off" varietals, including grapes such as Malbec which are considered impossible to grow in the Dundee Hills. What else? They comment "we think we have way more fun than anyone else in the valley."

AT ALEXANA, EIGHTEEN SOIL TYPES AND VARYING TERRAIN DEMAND A UNIQUE APPROACH

Eighteen soil types at different elevations and exposures spread over a combination of rolling hills, steep slopes and rugged terrain have demanded a non-traditional approach to vineyard management and harvest at Alexana. To accommodate these variations, vines are planted in nine different row orientations over 56 acres, using ten clones of Pinot Noir. Thus harvesting 56 acres takes three weeks instead of the typical nine days.

Alexana is also the first in area to add a German de-stemmer, a pendulum swing Delta Oscillys which uses a swinging motion to separate the grapes from stems by inertia.

WINDERLEA IS COMMITTED TO USING THEIR BUSINESS AS A FORCE FOR GOOD

As a B Corp certified winery, Winderlea joins Dundee Hills wineries Sokol Blosser and Stoller in their commitment to the global movement of "people using business as a force for good™." B Corps meet the highest standards of verified social and environmental performance, public transparency and legal accountability.

In addition, clay amphora vessels bring an ancient approach to Winderlea's winemaking. They've been used for their Pinot Blanc and will soon be used to ferment and age Pinot Noir, too.

CRAMOISI IS HARNESSING OLD TECHNIQUES IN THE NEW WORLD

Oregon is extremely young as a wine region, experimentation and innovation is in the DNA of American wine making. Cramoisi bases its innovation on finding ways to harness old world techniques that were lost and/or forgotten through the industrialization of viticulture. Ryan McKay, owner of Cramoisi, in his search to find heritage clones not yet planted in the Willamette Valley, discovered clone 122. This clone is a recent entry in the National Grape Registry and was sourced from a Grand Cru vineyard in the Vosne Romanee region. It is over a thousand years old and with only 25 plants, Cramoisi is growing their own budwood to propagate a 1-acre block.

Dedicated to a classic expression, White Rose Estate

White Rose Estate is dedicated to growing and producing artisanal Pinot noir that exhibits classic variety character and above all, conveys a sense of beauty. Their commitment to understanding Pinot noir typicity and what is a truly "classic" expression of the variety has fueled their approach to winemaking, viticulture and vineyard site selection. This perspective, combined with an obsessive, intentional, and detail-oriented focus in the vineyard and winery, along with constant experimentation to further hone style, has propelled White Rose Estate forward and ultimately led to a unique approach to growing, making, tasting, and thinking about wine. Their philosophy is a modern adaptation of traditional whole cluster winemaking practices and focuses on higher elevation vineyards in the coolest growing areas of the Willamette Valley.

Growing Sustainably at Stoller Family Estate

At Stoller Family Estate, they believe when you build something, you do it for a sustainable reason. The estate has been in the Stoller family for more than 70 years, and their goal is to keep it thriving for at least another 200. Since purchasing the family farm with the vision of cultivating a world-class vineyard and enduring legacy for the land in 1993, Bill Stoller has been a leader in quality winemaking and sustainable practices.

The winery was the first winery in the world to receive LEED® Gold certification. It blends traditional gravity flow winemaking with energy-efficient systems in order to preserve the quality of the fruit and reduce environmental impact. To continue to elevate the quality of the fruit, they combine sustainable farming practices, innovative techniques, and scientific research. Their innovative techniques include solar-powered weather stations providing up-to-the-minute data during harvest, a recycling tunnel sprayer to minimize drift, and an irrigation system fed by a rain pond and wells on the property.

To expand beyond environmental sustainability, Stoller became B Corp certified in 2017. This certification verifies for-profit companies meet the highest standard of verified social and environmental performance, public transparency and legal accountability as a global movement of people using business as a force for good.

Torii Mor, focused environmental stewardship

Torii Mor is proud of their environmental stewardship efforts. In 2007, they built their gravity flow winery on Olson Estate Vineyard, complete with solar panels on the south facing roof and constructed with sustainability at the forefront. This commitment to sustainability resulted in two special achievements:

Dundee Hills

The Heart & Soil of Oregon Wine™

LIVE (Low Input Viticulture and Enology) Certification:

As one of 41 wineries practicing responsible wine production and vineyard cultivation, they limit water consumption and fuel usage during production and use only environmentally safe chemicals and fertilizers in the vineyard.

LEED (Leadership in Energy and Environmental Design) Gold Certification:

Torii Mor received their LEED certification in March 2010 by meeting very specific guidelines put forth by the Green Building Council. The gravity flow winery helps to reduce their footprint in a variety of ways. From a roof with a low Solar Reflectance Index and their solar panels on the south side, to installing aerators and planting local plants to reduce overall water usage. The use of recycled materials resulted in a building and production plan that is not only functional but kind to the environment.

TERRAROSSA.....A UNIQUE ORIENTATION

Terrarossa Vineyard in the Dundee Hills AVA was planted in 2008. The vines are 101-14 root stock pinot noir: Pommard, Dijon 115, and Dijon 777. The soil is Jory. The elevation is approximately 760 feet. The vineyard is dry farmed and, unusual compared to most vineyards in the valley, is planted east/west as opposed to north/south. The vineyard is L.I.V.E. Certified (Low Input Viticulture & Enology).

Drew Voit is the exclusive winemaker for Terrarossa Vineyard fruit, making wine under his own label, Harper Voit, and under the Moffett label for Trent Moffett. Both winemakers produce single vineyard bottlings from Terrarossa Vineyard and also produce single clonal bottlings of Pommard.

LE PUY, SUSTAINABLE LIVING AND FOCUSED GREEN PRACTICES DAILY

LePuy's philosophy when owners Andy and Lea purchased the home for their future Inn centered around their experience as LEED accredited architects. They focused on three main concepts throughout their remodeling process: environmental strategies, economic impacts and social equity.

Environmentally they implemented green building practices and products for all renovations. Ongoing key operational strategies include installation of renewable power sources, practice of organic and pesticide-free landscaping, and use of sustainable and organic housekeeping. They choose to use local products where feasible and promote local businesses (restaurants, wineries, events, festivals, etc.) to support the local economy. From a social standpoint, they educate

their guests on their green living practices, stay abreast of current sustainable living trends and support local community action groups. Finally, Le Puy pays competitive wages to their employees, including healthcare benefits.

All this effort is practiced daily from electronic booking and billing for guests to the delicious, locally grown and sourced foods served for breakfast. Guests enjoy the beautifully landscaped grounds knowing they are pesticide free and can lounge freely in a variety of comfortable settings. Andy and Lea are intimately involved in the business daily and strive to provide a beautiful, safe place to stay and enjoy while giving back responsibly.