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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

To bring the wine back to its terroir, Sokol Blosser has been experimenting with native yeasts in their fermentations, including one unique strain they're calling "mysterious." These yeasts are collected from the estate vineyards and cultivated for the winery's use, and bring more unique flavors to the wines than commercially developed yeasts. They've also begun using a concrete egg for fermenting and aging white wines, including Riesling, Pinot Gris and Muller-Thurgau. The porous, breathable concrete and unique egg shape brings forth new, bright flavors from the wines.

THE "CONTRARIAN APPROACH" AT NATIVE FLORA

Native Flora humorously views their approach as "the bad boy, rebel winery of Oregon." Their controversial site challenges conventional wisdom on many fronts, including north-facing slopes up to a 30% grade. The vineyard is mowed year-round by South-down Babydoll sheep, which require a unique trellising system designed around their physiology and behavior. Their vineyard is currently pruned in a style that "doesn't work" in Oregon, but Native Flora knows it does. They also employ systematic vineyard trials and quantify the results at harvest.

The entire Native Flora winery, home and tasting complex is geothermally heated and cooled courtesy of the vineyard. The facility captures and stores 1.3 million gallons of rainwater so that aquifers are only tapped for human consumption. Native Flora produces very Oregundian Pinots, but also makes unique rosés, rieslings, Pinot gouges, Pinot blancs, and other red blends from Malbec and Syrah which are challenging to grow in the Dundee Hills. What else? They comment, "We think we have way more fun than anyone else in the valley."



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AT ALEXANA, EIGHTEEN SOIL TYPES AND VARYING TERRAIN DEMAND A UNIQUE APPROACH TO VINEYARD AND WINEMAKING PRACTICES

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. To accommodate these variations, the vineyard is segmented into 32 blocks consisting of 11 clones of Pinot Noir, planted in 9 different row orientations over 56 acres.

Inside the winery, each vineyard block is fermented separately in multiple small tanks to preserve the diversity of its soil types and clonal selections. These 100+ micro-ferments are then divided into more than 400 individual barrels to further amplify the unique personalities within this single parcel of land. The arduous attention to detail affords Winemaker Bryan Weil a wide variety of flavor profiles and blending opportunities for Alexana's estate wine program.

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.

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

Winderlea was the second winery and fourth globally to achieve B Corp certification in 2015. Alongside 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.



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Since 2008 Winderlea has donated the proceeds from their tasting fees year round to ¡Salud! the organization that provides healthcare services to Oregon's vineyard workers and their families.

Winderlea is one of only a handful of vineyards and wineries in the Dundee Hills that farms and make wines using biodynamic practices. In fact, Winderlea received Demeter's Biodyamic® certification for farming and winemaking for all of their estate vineyards and winemaking in 2015 and have retained that certification annually since then. In addition, clay amphora vessels bring an ancient approach to Winderlea's winemaking. They've been used for their Pinot Blanc and winegrower Bill Sweat's 100% whole cluster Pinot Noir.

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 since 1943, and their goal is to keep it thriving for at least another 200. Since purchasing his family farm in 1993, Bill Stoller has been a leader in quality winemaking and sustainable farming practice, a commitment to his vision of cultivating a world-class vineyard and enduring legacy for the land and community.

The winery was the first winery in the world to receive LEED® Gold certification. It blends traditional gravity flow winemaking with energy-efficient systems to preserve the fruit's quality and reduce environmental impact. To further elevate the fruit's quality, they combine sustainable farming practices, innovative techniques, and scientific research. These 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.



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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.

DOBBES FAMILY ESTATE IS ROOTED IN TRADITION, YET IS UNBOUND BY CONVENTION

Dobbes Family Estate is creating their own wine legacy by combining old traditions and new world winemaking techniques with unique experiences. Working with a variety of long-standing growers from different Oregon wine-growing regions enables an adventurous approach to wine that's contrasted with the intimate and comfortable tasting room that feels like home. They honor their founder, Joe Dobbes, by upholding his vision and adventurous winemaking approach, and continuing to operate as a family, even if not bound by DNA. The wines are true to their varietal character, showing as much depth, elegance and balance as possible. From the extensive Pinot Noir and Syrah portfolios to their untethered dessert wine series and evolving Elements sparkling wine program, there's always a new wine emerging from their talented winemaking team.

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:

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.



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TERRAROSSA.....A UNIQUE ORIENTATION

David and Heidi Pasqualini purchased the pasture land that became Terrarossa Vineyard in 2006 after seeing the view across the valley to Mt. Hood. In 2008, after preparing the land, they planted the vines. The clones (Pommard, Dijon 115, and Dijon 777) are grafted on 101-14 root stock and planted in Jory soil. The elevation ranges from 725 to 780 feet. The vineyard is dry farmed and, unusual compared to most vineyards in the valley, is planted east/west, not north/south. This innovative aspect was driven by the orientation of the property to the summer sun. The vineyard is farmed using low input viticulture methods, and has been managed from the beginning by Stirling Fox and his crew at SWIG (Stirling Wine Grapes).

The grapes go exclusively to Drew Voit, who makes a Terrarossa single vineyard designate wine under his Harper Voit label, and to Trent Moffett, who makes a Terrarossa single vineyard designate wine under his Moffett label. Both winemakers also produce a single clonal bottling of Pommard from Terrarossa Vineyard.

Jory soil is a reddish clay that provides the descriptive title "The Red Hills of Dundee." Terrarossa in Italian means red earth.