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**Reserve Pinot Noir Club™**  
Focus on  
Penner Ash Wine Cellars

**NW Big Reds Club™**  
Hot New Big Reds  
Maryhill Winery, Mark Ryan

**June 2004**  
**541-752-7418**

"There is a passion for wine-making that runs really deeply in me," says Lynn Penner-Ash, "If I didn't have Ron around stopping me, I would spend all my time here at the winery because I get so caught up in it all—I constantly want to try something new, or to taste some new blend—it's just that I'm so excited about what's going on and what we can do!"



Lynn and Ron (at right above) have good reason to be excited. After a long career making wine under a corporate umbrella, Lynn now controls her own destiny with her own label and a new winery looming in the future.

**A Love of Site**

As a "new" label, Penner-Ash Wine Cellars began life in an enviable position: Lynn and Ron immediately began working with fruit from some of Oregon's most highly respected vineyard sites.

"I had the opportunity to work with many, many vineyard sites at Rex Hill," says Lynn, "and I started to develop an idea of what I'd like to be able to do with vineyards—a kind of palate of flavors I'd like to work with. We're really thrilled that we were able to start Penner-Ash Wine Cellars with some awesome vineyards in our stable!"

The 2002 releases of Pinot noir from Penner-Ash include wines from Seven Springs, Bethel Heights, and Goldschmidt Vineyards, plus a high-end Willamette Valley blend. "These are all very well established sites that have a great history of producing great wines," she says.

**Seven Springs Vineyard**, in the Eola Hills west of Salem, has become one of Oregon's premier Pinot noir vineyards—but like Lynn herself, it's reputation is more deep and quiet than loud and brash. Though it does not have the "household name" status of some other vineyards, some of Oregon's best vintners vie for the opportunity to work with its fruit. Having worked with the vineyard while at Rex Hill, Lynn was especially happy to be able to continue to make wine from Seven Springs after starting Penner-Ash Wine Cellars.

With the vineyards she has chosen to work with for Penner-Ash Cellars, Lynn says she knows their character and consistency, having worked with them for many years.

"It's a thrill for me working with these sites," she says. "I'd rather work with three barrels of a great site than 30 barrels of a good site. We come into our cellar on a monthly basis and we taste through every single vineyard so we can see how each one is progressing through its life. That to me is so exciting!"



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Maryhill Winery is only 3 years old, but its wines have quickly risen to the top of those in the knows' "Best of" lists.

Maryhill started as a partnership between four individual wine enthusiasts with the common goal of making a mark as a producer of superior wines: Craig and Vickie Leuthold, with a combined experience of over 20 years in the wine industry, joined and family members Donald Leuthold and Cliff Brooks. They broke ground on their winery in October, 2000, in Goldendale, Washington. Their winemaker is John Haw.

With 25 years in the industry, John has worked for wineries in Michigan, California, Oregon and now Washington. While his career has led him to wineries and vineyards around the country, he's embraced the chance to bring out the potential in another. John brings Maryhill a winemaking style based in the vineyard, with extensive real hands-on experience in twelve different varietals of wine. With many unique varietals growing in the surrounding vineyards like Sangiovese, Syrah, and Zinfandel, Maryhill was a good fit.



Winemaker John Haw certainly has a breadth of experience, from making wine in the difficult wine growing region of Michigan (known for it's harsh climate), to taming the great and temperamental Pinot Noir grape for Sokol Blosser in Oregon. It was during his tenure at Sokol Blosser from 1987-1998 that John earned a review in the Wine Enthusiast Magazine as one of the top ten producers of Pinot Noir in the nation. Haw brings a winemaking style based in the vineyard, with extensive hands-on experience in over twelve different varieties of wine. While his career has led him back and forth across the country, and up and down the West Coast, he welcomes the challenge of starting yet another winery. "I can't remember when I've been so excited about the potential of a vineyard and winery site," he says. "This place is really going to be something special."



Continued on page 2 .....

**Reserve Pinot Noir Club™**  
Penner Ash PN 02 \$40  
Penner Ash PN Seven Springs 02 \$55

**Northwest Big Reds Club™**  
Maryhill Prop Rsv Zinfandel \$35  
Maryhill Prop Rsv Cab \$35  
Mark Ryan "Long haul" 01 \$36

**New Discoveries Club™**  
Brickhouse  
Gamay Noir 02 \$20  
Patricia Green Cellars  
Sauvignon Blanc 03 \$22

**Dessert Wine Club™**  
Honeywood  
Marionberry \$12  
Honeywood other \$12

**Patricia Green Wine Club**

PGC Estate 02 \$30  
PGC Reserve 02 \$40  
PGC "Dollar Bills" 02 \$20



View of Maryhill Winery above

## Big Reds Club continued

Continued from page 1

John believes 80 percent of the wine's potential comes from the vineyard and 20 percent from the winemaker's blending and tasting ability. He brings expert knowledge, along with the cutting-edge chemistry and new production technology, to create wines that are ready to drink upon bottling.

"Wine shouldn't have to be aged for years in a cellar in order to be palatable." - John Haw

The first wine from Maryhill, the 99 vintage, was contract produced at Hogue Cellars. Starting with the 2000 vintage, the winery has produced wines primarily from their own vineyards.

The three-level facility includes on the main level a 3,240 sf tasting room and retail sales area, 3,600 sf of barrel storage, a 4,800 sf wine production area and a 4,000 sf crush pad. The upper level of the winery includes a 3,240 sf residence with a full kitchen, 2 bedrooms, 2 bathrooms and a loft with a 1/2 bathroom. The lower level of the winery includes 3,240 sf of barrel and cased goods storage.

The winery also has 2,500 sf concrete deck, a 3,000 sf covered arbor with grapes growing on it and a 2,500 seat musical amphitheater to be open the summer of 2003.

## Mark Ryan "Long Haul" Red \$35

**Seattle's Wine Squire says:** "It's about time young man! We have waited a very long time for the debut wine from this Washington State winemaker. Mark Ryan's Long Haul is a fantastic example of where Washington winemaking is heading. Great extraction of color and intense aromatics of dark berry fruit, cassis, leather and smoke fill the glass. The seductive nose of this wine is prelude to its magnificent texture and flavors. Its explosive flavors of black cherry, licorice, vanilla and warm brown spices glide through the palate. The texture and mouthfeel of the wine may just be its greatest attribute. The Long Haul offers up silky tannins and a velvety smooth structure while still maintaining it's full-bodied appeal. This is quite a wine and a spectacular first effort from what I would consider Washington State's hottest new winery."



**From the winery:** "Two Vineyards are used to produce this Right Bank Bordeaux style blend, Porteus and Ciel du Cheval. Porteus Vineyard is slightly cooler allowing for longer hang time, this adds ripe, rich fruit to fill the mid-pallet of this wine, while Ciel du Cheval provides great structure. Using these two different growing conditions helps to make wines of great balance and distinction. The name Long Haul is quite simply a trucking reference - Western Washington Winery - Eastern Washington Vineyards - get it."

Long Haul is a blend of 46% Merlot, 31% Cabernet Franc, 16% Cabernet Sauvignon and 7% Petit Verdot.

## The Wines

### Maryhill Proprietors Reserve Zinfandel 02 \$35

Andy Perdue, editor of Wine Press NW and one of the best judges of wine in the Pacific NW, says this is one of the best wines in the NW right now.

Maryhill's first reserve for Zinfandel is a late-harvest style wine retaining almost one percent of its original grape sugars. Aromas of freshly popped walnut shells and eucalyptus exude from this 100% new French oak aged wine. You'll be reminded of fond Christmas memories as you taste spiced, cooked plums and roasted goose with all the trimmings.

Wine Press NW says: "A flamboyant wine made from Columbia Gorge grapes with exotic aromas of rich, lush fruit and abundant oak. They are followed by lovely flavors of chocolate and berries."

### Maryhill Proprietors Reserve Cabernet Sauvignon 02 \$35

Maryhill's first Reserve for Cabernet is an intensely lush and complex wine, showing all the characteristics of great Cabernets. Cedar, cassis and hints of tobacco combine with excellent length and finish. Winemaker John Haw says this is the best Cabernet he's produced in 35 years as a winemaker. Serve with any hearty dish, such as Beef Bourguignon or a thick cut Filet Mignon.

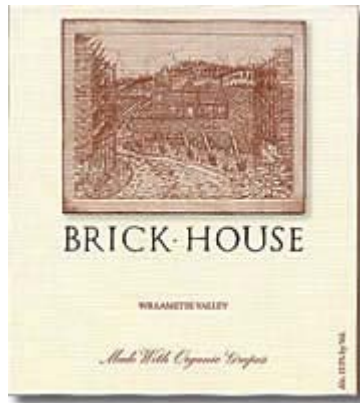
Complex aromas of wet cedar and spices bookend this first Cabernet vintage from Maryhill. Although aged in over 80% new oak barrels for 15 months, the bright solid fruit still shines through.



## New Discoveries Club

### Brick House Gamay Noir 02 \$22

Wonderful fruity summer quaffer, serve slightly chilled with summer picnic foods. Winemaker Doug Tunnell Says: "Our Gamay Noir vines surprised us with a record yield of lovely, reliable red wine. And with increased volume comes a new, lower price. This wine is laden with dark fruit flavors; cassis and concentrated black currant dominate the palate. There are abundant molasses and licorice notes, reminiscent of the Black Jack chewing gum of old."



There are probably only a half dozen plantings of Gamay Noir on the mica rich, acidic soils of the hills surrounding the Willamette river today. Outside of Beaujolais, the plains of Burgundy, and some acreage in British Columbia, I am unaware of Gamay Noir a Jus Blanc having taken root elsewhere.

The variety remains a Black Sheep; an outsider that seems to accompany Pinot noir and Chardonnay on their travels around the world. When grown greedily, it will produce a light, less than average wine. But when it is pruned sparingly and given its due in the winery, Gamay Noir can be a luscious, dark glass with enough acidity to match a wide array of foods. Its allure is irresistible...even after a thousand years of turmoil.

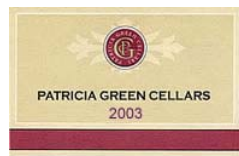
"... Brick House Gamay... could teach French Beaujolais producers something about the grape they claim as their own." -Alan Richman, Gentleman's Quarterly, August 2003

"Former CBS Newsman Doug Tunnell not only produces some of Oregon's most elegant Pinot Noirs at his Brick House Vineyards but also makes the greatest Gamay outside of Beaujolais" -Lettie Teague, Food and Wine Magazine

2002 Brick House Gamay Noir -- Our Gamay Noir vines surprised us with a record yield of lovely, reliable red wine. And with increased volume comes a new, lower price. This wine is laden with dark fruit flavors; cassis and concentrated black currant dominate the palate. There are abundant molasses and licorice notes, reminiscent of the Black Jack chewing gum of old. 440 cases made. Enjoy now or over the next two years. 440 cases made --Doug Tunnell

### Patricia Green Cellars Sauvignon Blanc 03 \$22.99

Cult favorite PGC Sauvignon Blanc has a rich, textured mouth feel and lovely, balanced, and often described as fruity with a touch of herbaceousness and lively acidity. The flavors range from slightly tart and grassy to rich tropical fruits as the wine opens. Enjoy with grilled halibut, shellfish, or a Salade Nicoise on a hot summer day.



## NW Dessert Wine Club

### Honeywood Marionberry Wine \$12 Honeywood Fruit wine \$12

A cross between the Chehalem and Olallieberry blackberries, the Marionberry captures the best attributes of both berries and yields an aromatic bouquet and an intense blackberry flavor for which it has become known. This premium quality flavor, described by tasters as "earthy cabernet" and "sweet with notes of tartness" has earned the Marionberry an outstanding reputation worldwide. The wine is deeply fruity, sweet with a clean finish.



In 1933, Honeywood Winery was founded by Ron Honeyman and John Wood. It was originally called Columbia Distilleries, and produced fruit brandies, cordials and liqueurs. Eventually, they settled on making premium fruit wines and decided a name change was in order for the winery. An advertising consultant, who knew a good thing when he saw it, provide the rationale with a line from the Oliver Goldsmith's play, "The Good Natured Man," wherein the products of fermentation were referred to as "smooth as HONEY...aged in WOOD...the drink of the good natured man."

## Patricia Green Cellars Wine Club May Club: Focus on Estate Vineyard

Estate 02 \$30  
Reserve 02 \$40  
"Dollar Bills" \$20

Details in the PGC Club newsletter.

### About the Club

Ten shipments a year starting April 2003.

**Four different exclusive "cuvees"** selected by Patty and Jim for the club- special barrels expressing aspects of terroir, winemaking, soil, varietal. Available only to Club members.

**Newsletter** with each shipment containing stories about the wines, insights and anecdotes about the vintage, the winemaking process, Patty's and Jim's evaluations of the wines in the shipment.

**First priority** on purchase from Avalon of her hardest to get wines- Balcombe 1B, Goldschmidt, Notorious, Bonshaw, etc. Some are very limited, but the Club will get what there is available.

**First priority** on very limited 2003 Pinot noir futures- the 2003 crop level was down about 15-50% depending on the vineyard, and the wine will go quickly.

**Theme shipments** exploring Balcombe Vineyard, The Estate Vineyard, Soils, Food Matching, PGC and the influence of Burgundy, Blending, and more.

Call Jean to signup!

## Reserve Pinot noir Club continued.....

One appealing aspect of owning her own brand for Lynn is that she gets to do things her way.

"I've had people tell me I should really make my wines this way or that way because they'd sell better," says Lynn. "Well, what I really don't like is the monster wines. For me, I want my Pinot noir to be elegant. I think that's what Pinot noir is. They call it the feminine grape and there's a reason for it. I feel it is more balanced when it is on the feminine side, so we do source from vineyard sites I think produce a more feminine style of wine."

Besides the single vineyard-designated Pinot noirs, Lynn and Ron consider their Willamette Valley blend to be their "flagship: Pinot noir."

"I think what Lynn has done so well over the years is blending of the lots," comments Ron. So to achieve her stylistic vision of Pinot noir, Lynn blends from a variety of sites, soil types, and clones.

"I love texture in Pinot noir—mid-mouth feel is everything for me," she says. "It has to smell good, but if you don't get that really wonderful feel front and back, then I think I have failed as far as achieving our winemaking stylistic goal. We look for vineyard sites that will help contribute texture—front, middle, and back. That's why we are in the Dundee Hills, we're in the Eola Hills, we have our estate vineyard planted, all because they add a different element to the cellar."

For instance, the future home of Penner-Ash Wine Cellars—a 12-acre planting on an 80-acre estate—gives Lynn the chance to work with sedimentary WillaKenzie soils. At the same time, she is happily working with fruit grown on the same soil series from renowned Shea Vineyard. Together, these wines give her a very different kind of wine than what comes off the red volcanic Jory soils in her Dundee Hills vineyard sources.

"I think it's much spicier, aromatically, it's a little bit more chewy," comments Lynn. "People love the fruit and the finish is wonderful. The big challenge is to balance the hint of tannin on the finish with the fruit component."

To help give her additional blending components to round out the wines, Lynn can also draw from the more red-fruited and sometimes lighter fruit from the Jory soils of the Dundee Hills. She is also working with fruit from Momtazi Vineyards. "That can be a monster wine," she says, "but it adds to the balance in our portfolio."

Variety of fruit is the key to Lynn's cellar. "We don't look at our cellar as being uniform: all young vines or all old vines, or all Dijon clones. We want a mixture of place, mixture of clones, and mixture of age in the vineyard."

And while Lynn admits that it's "kind of fun" to have many differently styled wine lots to play with, "it does make the blend challenging." But it's a challenge she relishes.

"I just love the days when we get to come into the cellar and just taste," says Lynn with a smile, "because you get to see how each wine is transitioning, you can experience each wine and an individual, and you can see how each one changes in a test blend. It is just so exciting!"

Lynn admits that much of her approach to winemaking is based on experience and gut feel. "Much of what I feel our winemaking is," she says, "is that it has become intuitive more than anything else. And Ron's having a hard time with that! He's trying to learn and during the pressures of harvest he'll ask me why I'm, doing something and I answer that it was because it seemed to be the right thing to do—it emotionally felt right, based on my experience!"

"I'm amazed at all of the definitive statements being made by individuals who have come into the industry recently," says Ron. "Being a newbie myself, I sit with Lynn's tasting group and sometimes they're not real sure why something has happened—so they'll experiment to find out. I think this helps define the core of our industry: experimentation to learn"

"There's is nobody here who knows the formula," affirms Lynn. "None of us have the answer—and that's what, for me, is really exciting!"



## The Wines

### Penner Ash Pinot noir 02 \$40

Big lush blackberry and cherry fruit with hints of licorice and spice. Hugely explosive and dense on the palate with nicely integrated wood and sweet vanilla lingering on the finish.

Harvest Date: September 26 - October 16, 2002

Brix at Harvest: 24.6

Finished TA: 5.0 g/L

Finished PH: 3.78

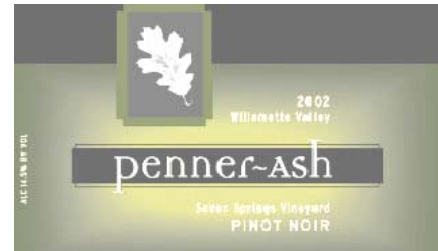
Vineyards: Shea Dijon 114 25%, Momtazi Dijon 667/777 20%, Seven Springs Dijon 115 20%, Palmer Creek 16%, La Colina 10%, Goldschmidt 7% and Bethel Heights 2%

Aging: 10 months in 35% new French oak, 30% one year-old French oak and 35% in two year-old French oak

Bottled: September 2003

Cases Produced: 1,200

Release Date: June 2004



### Penner Ash Pinot noir Seven Springs 02 \$55

Very dark dense blackberry and blueberries in the nose, with a lushness that is oily, typical of fruit from the Eola Hills region. The fruit in the mouth is ripe and sweet with a smokey vanilla barrel note. The finish is long and lingering with juicy fruit and chewy tannins.

Harvest Date: October 15, 2002

Brix at Harvest: 25.2

Finished TA: 5.5 g/L

Finished PH: 3.55

Vineyards: 100% Dijon Clone 115

Aging: 10 months in 50% new French oak, 50% one year-old French oak, racked and blended back to barrel for 4 months in two year-old French oak.

Bottled: January 2004

Cases Produced: 175

