



AvalonWine.com

**Reserve Pinot Noir Club™**  
**South Willamette Rising Stars**  
**Lumos, Territorial, & Belle Vallee**

I (Jean) live in the area of the Willamette Valley called the "South" Willamette. Comprising Benton and Lane counties, it lies about an hour's drive south of the famous Yamhill/North Willamette wine region, whose Pinot noirs dominate this club's selections. But in the last few years, a few new wineries have emerged to challenge the "North", and we are delighted to offer three of them this month that are fast becoming cult faves.

**Lumos Winery**

The Lumos wine company is the product of the efforts of its owner/winemaker, Dai Crisp, who was first introduced to viticulture in 1986 when he helped his parents plant a small, 10-acre vineyard on their farm in Wren, Oregon. In 1990 he became manager of Croft Vineyards where he began to develop his own unique style of grape growing. Then in 1999, Dai took on the 100-acre site at Temperance Hill Vineyard, where he is currently manager. While always interested in the process of wine-making, it wasn't until Dai had proven to himself and others that he could grow an outstanding wine that he finally made the leap with his own label.



Grapes for both the pinot noir and the chardonnay come from the same vineyard in Wren where Dai now lives with his amazing wife and three children, one goofy dog and two parakeets. The pinot gris is grown just north of Corvallis at Logsdon Ridge Vineyard, another small family-owned operation. All the grapes used in the Lumos wines are grown using organic-based fertilizers, certified organic fungicides and mechanical cultivation rather than herbicides. The grapes are grown to produce the greatest potential flavors and complexity. The pinot noir and chardonnay are cropped to less than two tons per acre and the pinot gris comes in at two and a half tons per acre.



**Territorial Vineyards**

Founded by two Lane County wine grape-growing families, Territorial vinifies what it grows, producing wines exclusively from its own vineyards. Alan Mitchell and Jeff manage their vineyards for quality alone. Since they wear both hats, grower and producer, they are free of the common dynamic often setting the farmer and winery at odds in terms of production levels, grape contracts and vineyard expenses associated with proactive, labor-intensive approach to viticulture. Since it will show up eventually in the bottle, they spare no expense or effort in the vineyard to raise the very best fruit our sites can yield. This means religious adherence to sustainable, low-impact farming methods combined with aggressive crop and canopy management. Through annual soil sampling and amelioration via organic amendments they feed the soils first, allowing the soils to feed the vines. They are thus able to ensure long-term vineyard health in addition to superior fruit quality year in and year out.

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**NW Big Reds Club™**

**Fidelitas Cabernet Sauvignon 02 \$45**  
**K Vintners Milbrandt Syrah 02 & K's "House Wine" \$14**

Fidelitas's Cabernet Sauvignon 02 is not due for official release until October 25, but we are so excited about this wine, we talked Charlie into letting us send it to you a month early. **OPEN THIS WINE AND TRY IT ASAP!!!** Please let it breathe for an hour or so, or decant with some splashing, as it needs a little air before you start to realize that it is something very special.



Less than 300 cases of this Cab were made, and we think it'll bring as much or more satisfaction as a Quilceda or Leonetti Cab. Charlie is a super talented winemaker, and he really shot the ball out of the park with this wine.

**About Fidelitas**

Fidelitas is the Latin word for fidelis—meaning faithful, loyal and true. It also happens to be a version of his wife's family name—Fidelas. The name has been in Terry Hoppes family for six generations. Hoppes (pronounced hop-pas) uses the name as a mission statement. He intends to be faithful to producing Bordeaux-style blends, true to traditional winemaking and loyal to the terroir of the Columbia Valley.

"That says it all for me," Hoppes said. "It says so much, and it is still a family name. Hoppes began his adult career as a test engineer for Boeing in Seattle. But he wanted more creative work, and began exploring winemaking after making wine in the basement of his in-laws house in Pasco.

In 1984, Hoppes applied to the University of California at Davis. He quit Boeing in 1985 and began life as a full-time student in Northern California. After three years, he had a degree in viticulture and enology. His wife Terry supported him while he studied and Hoppes worked on campus to bring in a little money.

Mike Januik hired Hoppes in 1988 while he was making wines for Snoqualmie Winery. Stimson-Lane purchased the winery a few years later and Januik brought Hoppes with him to Chateau Ste Michelle.

In 1993, Stimson-Lane opened its red wine facility at Canoe Ridge near Patterson, WA, not far from Columbia Crest Winery in Eastern Washington. Hoppes moved his growing family (by then he had two girls) to the area.

A new Walla Walla winery, Three Rivers, offered Hoppes the chance to start from the ground up and produce their wines. Hoppes jumped at the chance, and made three vintages for Three Rivers—1999, 2000 and 2001.

Continued on page 2.....

**September**  
**2004**

**Reserve Pinot Noir Club™**

Lumos  
 "Guam" \$30

Territorial "T" \$40

Belle Vallee  
 Reserve 02 \$35

**Northwest Big Reds Club™**  
 Fidelitas Cab \$45

K Vintners  
 Milbrandt Syrah 02 \$30

K Vintners  
 "House Wine" \$13

**New Discoveries Club™**

Owen Roe  
 Sharecroppers  
 Pinot noir 02 \$18

Bergstrom  
 Pinot noir 03 \$30

**Dessert Wine Club™**

Van Duzer  
 "Windfall" Port \$30

Van Duzer  
 "Zephyra"  
 Pinot Gris  
 Dessert Wine \$20

## Big Reds Club continued

Continued from page 1

By this time, Hoppes and Terry had four children who were growing like weeds and becoming active in school events. The lure to work independently was pulling strong, and he made the leap last year.

"One of the main reasons I did this was for my kids," Hoppes said. "I wanted to be more involved in their lives. With my own label, I call the shots and can work around their schedules. If there is a school baseball game or a marketing event in Seattle, the baseball game has top priority."

His children also help with the winery and Hoppes thinks one or two of them might enter the profession some day. Emily, the oldest, is 16, followed by Alison, 13, William, 11 and Mary, age 7.

In addition to his own winery, Hoppes also hires out as a consultant to other winemakers, including Cañon de Sol, Goose Ridge, Ryan Patrick Vineyards, Zefina Winery, Alder Ridge, Six Prong, and Saint Laurent.

"I work with about a dozen vineyards," Hoppes said. "My fruit comes from a really diverse cross-section of the Columbia Valley, from Walla Walla to Frenchman Hills. I get grapes from Champoux Vineyards. I get grapes off Red Mountain. I get a big chunk from the Wahluke Slope. My business model is to do this on purpose. It gives you a lot more options to make the best wine you can."

Mike Januik, who left Chateau Ste. Michelle to create his own winery, was the first to hire Hoppes in the wine industry. He said his friend is a very good winemaker.

"I taught him everything he knows," Januik said laughing. "He is one of the very few people I make a point to talk with frequently. I think he is a great winemaker, and a great family man. He wanted his own label for the same reasons I did—to spend more time with the family."

Fidelitas does not have a physical plant at the moment, although Hoppes said it is a future project. For now, he produces his wine at Canon Del Sol, where his friend Vic Cruz makes wine, or at Goose Ridge Vineyards, where Hoppes is the winemaker. If he can do it, he would like to build a winery on Red Mountain, where he sources much of his fruit.

For the time being, Hoppes is happy with winemaking, baseball games and watching his children develop into unique individuals. Winemaking, he says, from this aspect, is icing on the cake.

### K Vintners

Charles Smith moved to Walla Walla in 1999 at the request of Christophe Baron, the French winemaker and owner of Cayuse Winery. He left his career managing rock bands in Copenhagen to make wine in the rocky soils of Walla Walla, mostly from fruit grown with Christophe, from Christophe's now famous vineyards. He and Christophe are the wild men of Walla Walla— the locals don't know what to make of them, but they have gained their respect with stunning ratings for their wines in Wine Spectator, reaching as high as 96 points for one of Christophe's Syrahs.

Christophe and Charles have become known for their idiosyncratic selections for vineyard sites— the rockier and against the norm, the better. Christophe's goal is to allow the site's characteristics, its terroir, to dominate over any other aspect of the wine. So the K Vintners wines are less jammy and fruit forward than many Syrahs— the emphasis seems to be on showing the minerality of the soil, with a fair dollop of restrained fruit in the bargain.

We'll be sending you more of these fascinating wines this fall!

## The Big Red Club Wines

### Fidelitas Cabernet Sauvignon 02 \$45

I am telling you, Quilceda and Leonetti have nothing over this wine. It is really something. Run, do not walk, to your computer and order this wine. You'll be glad you did.

The nose is of sweet vanilla with hints of nutmeg and cedar, and the flavors- huge ripe plum, cherry, and black currant with layers of exotic spices, nutmeg, vanilla oak, an undercurrent of toasted espresso bean, fresh saddle leather, and beautifully integrated.



### K Vintners Milbrandt Syrah 02 \$30

Lush, rich, very very big wine. Totally Awesome! Vibrant, meaty & dense. Black olive & minerals. Super silky with a finish that will stay longer than your in-laws. The Milbrandt Vineyard is all sand and gravel (basalt) hence the minerality of the wine. Aged in 100% French burgundy barrels (20% new) for 14 months. Alpine strawberries, white pepper & crushed stone permeate the bouquet. In the mouth it is plush & smooth with a long lingering finish of stone on tongue.



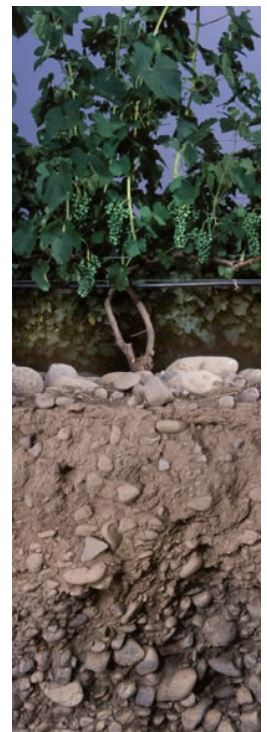
### K Vintners "House Wine" \$14

A steal. This is the hottest good deal red in Portland these days, with orders far outstripping supply. It's a blend of just about anything left over after bottling the Cayuse and K Vintners wines, and it's a zippy, full bodied, rousing good time wine that begs to be opened and enjoyed without a lot of analysis.

At right, cross section of the soils at one of K Vintner's vineyards.

### K Vintners 2002's— Prediction by Wine Spectator's Harvey Steiman

"His 2002s, tasted from barrel, appear to be exceptional. The lineup includes several single-vineyard Syrahs, along with vineyard-driven blends created from Baron's grapes. One is Roma, named after Smith's mother, a 50-50 blend of Syrah and Cabernet Sauvignon from Baron's En Chamberlin vineyard. Ovide, named for Smith's father, is an equal blend of Syrah and Cabernet from En Cerise vineyard. "I didn't want to compete directly with Christophe, so I came up with the field blend idea," Smith says. "So far, I like what's happening." — Harvey Steiman, Wine Spectator



## New Discoveries Club

**Owen Roe  
Sharecroppers  
Pinot noir 03 \$18**

Owen Roe's new label for wines produced in close collaboration with specific vineyards. Shipping June 2004. Sourced from the Kalita Vineyard (located just in back of Willakenzie), this wine has big aromatics, well balanced sweet red fruit, great acidity, and well integrated tannins. A wonderful value.

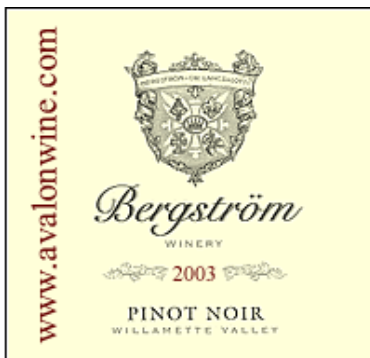


David O'Reilly of Owen Roe was approached by the owner of Kalita Vineyard when a glut of grapes and a slow economy made it hard for him to sell his crop. David partnered with him to produce the wine, and to reduce costs, the vineyard provides the fruit, David makes it, and the vineyard is paid when the wine sells. In this way, David was able to make a wine at a price that is considerably below equivalent offerings in price.

This beautifully maintained vineyard (Kevin Chambers is vineyard manager) produces Pinot noir on Willakenzie soil, growing the 114, 115, and 777 clones. The wine is spicy and charmingly well balanced- not a huge wine, but a mélange of red fruits, hints of cedar, cinnamon, clove, white pepper, and a long, very refreshing finish. Lovely wine for many occasions, a true Pinot noir, so well made that there is absolutely nothing one has to over look or rationalize to enjoy the wine.

**Bergstrom  
Pinot noir 03  
\$30**

Winery says: "Ruby red in color, the 2003 Willamette Valley Pinot Noir offers heady aromas of ripe red cherries, black raspberries and toasty oak spices. A blend of Palmer Creek, Stoller, Shea and Bergstrom vineyards, this attractive wine has sweet core of red and black fruits in the mouth with good weight and nice persistence. It should do very well over the next 3-6 years."

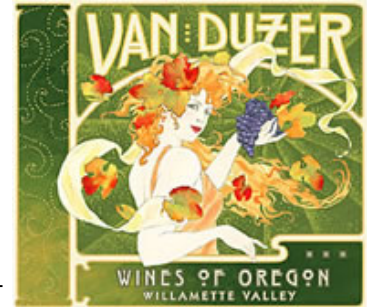


We are so excited that the 03 has been released. If you are a fan of the Bergstroms, you know that they produce some of the best Pinot noir in the valley, and receive high scores from Wine Spectator and wine competitions across the world. Well balanced considering the nature of the vintage, about 20% new oak and a blend of five great Oregon sites: Stoller, Palmer Creek, Bergstrom and the ever famous Shea Vineyard.

## NW Dessert Wine Club

**Van Duzer "Windfall" Port \$26**

Just lovely, one of the best ports to come out of the NW in some time. Dark garnet color, opaque and full-bodied, made from Pinot noir, this ruby port's sweetness is restrained, emerging as fresh black raspberry, red cherry, and cassis flavors. Interestingly, well integrated tannins add complexity and a hint of vanilla. Very very satisfying, super with after dinner coffee and a nugget of bittersweet chocolate.- Jim only made about 50 cases of this great wine, so let us know asap if you'd like to purchase more bottles.

**Van Duzer "Zephyra"  
Pinot gris Dessert Wine \$20**

Made from Van Duzer's Estate Pinot gris, this wine is just as lovely in its way as the wonderful Windfall Port. Jim (at right) definitely has a knack for making some of the most complex, delectably balanced and nuanced dessert wines around. Only a few cases made, enjoy!

**Patricia Green Cellars Wine Club  
September/October Club****PGC Pinot noir "Hirsch" 02 \$35****PGC Quail Hill PN 02 \$45**

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 Avalon to signup! 541-752-7418

**Reserve Pinot noir Club continued.....**

Territorial's winery is tucked into a funky area in Eugene, Oregon, the Whiteaker neighborhood, in a former coffee processing warehouse. Winemaker John Jarboe has cleverly designed an efficient facility that allows careful control of each lot and barrel of wine, from crush through bottling.



As may be apparent by now, an emphasis on close management and careful segregation of each vineyard's blocks of grapes, from picking through bottling, allows these small wineries to exert the quality control that makes them stand out from the pack.



**Belle Vallee**



Belle Vallée (Beautiful Valley) Cellars is located in the Willamette Valley of Oregon. Two of the founders, Steve Allen and Mike Magee, were born and raised in Oregon. Ten years ago, their winemaker and co-founder, Joe Wright, came to Oregon. His winemaking career began at Willamette Valley Vineyards, where he tutored under Joe Dobbs for seven years. With a straight forward and earthy style, Joe is totally immersed in all aspects of creating his dream Pinot from the facility he personally designed for just this purpose.

Belle Vallee's winery is located in downtown Corvallis, not far from Avalon Wine. The 18,000 sq ft facility is designed to produce 8000 cases of Pinot noir a year. The wine is aged in French oak, 60 to 100% new each year.

Belle Vallée Cellars has multi-year contracts with thirteen vineyards in the Willamette and Rogue Valleys. These well managed Oregon vineyards, such as Temperance Hill, Freedom Hill, Alpine Vineyards, Winters Hill, and Vitae Springs, crop their yields to less than two tons per acre at belle Vallee's request, making for concentrated, very high quality Pinot noirs.



**Belle Vallee Pinot noir Reserve 02 \$30**

Based in downtown Corvallis, Oregon, just a few minutes from Avalon, this winery, with only a few vintages released, has become a rising star Oregon winery.

The 2002 Reserve spent 11 months in 80% new French oak barrels. The wine is a blend from three tightly cropped vineyards. Sixty-six percent of the grapes are Pommard with the balance from Dijon clones, 115, 667 and 777, giving this wine complex and enticing flavors and aromas.



Dark fruit aromas and earthy scents introduce this wine to the palate. Initial flavors are ripe plum and black currant that lead to a black cherry center. These dense rich flavors are supported by polished tannins and a long refined finish with hints of underlying mint and cocoa.

Wine Spectator rating 89 points 4/04.

**Lumos "Guam" Pinot noir 02 \$30**

Yumm! Dai Crisp has many years of experience as a vineyard manager and has taken his skills to a new level with this really lovely Pinot noir. At a recent tasting at the Avalon store, customers were really impressed with this wine, especially "a \$50 pinot for \$30 is quite a deal" to quote one.



The wine is named "Guam" because the block of the vineyard that the fruit comes from is so far away, "it's almost in Guam".

**Territorial Vineyards Capital T Pinot noir reserve 02 \$40**

From the winery: "A dark, rare and richly concentrated reserve Pinot Noir. In no particular hurry, this stunning red delivers layer after layer of dark fruit, barrel spice, cedar, mint, chocolate and coffee. A blend of our six best barrels from a spectacular growing season. Gold Medal, Portland Wine and Arts Festival, 2004. 150 cases produced."

Dry. 13.9% alcohol. 3.48 ph, 5.7 grams/liter TA at bottling.

Sourced from Bellpine Vineyards, Equinox Vineyard, Toad Hall Vineyards and Croft Vineyards.

Pinot Noir clones 113, 115, 667, Wadenswil, Pommard and Jackson.

Harvested 9/27 through 10/16, 2002.

72 hour cold soak followed by small-lot fermentation in open top vessels.

Roughly 30% new French Oak.

