



PLUMPJACK

WINES

PLUMPJACK RED ROGUES 2ND QUARTER

“MAY FRIENDSHIP, LIKE WINE, IMPROVE AS TIME ADVANCES, AND MAY WE ALWAYS HAVE OLD WINE, OLD FRIENDS, AND YOUNG CARES.” ANONYMOUS

PINOT NOIR IS DEFINITELY *EN VOGUE*, AND BECAUSE PINOT NOIR HAS ALWAYS BEEN A FAVORITE AT PLUMPJACK, WE ARE EXCITED TO FEATURE THREE PINOT NOIRS FROM THE NORTHERN WILLAMETTE VALLEY OF OREGON FOR THE SECOND QUARTER OF 2005. TWO OF THE THREE PRODUCERS WE ARE FEATURING FOR THIS SHIPMENT INCLUDE 2 OF THE ORIGINAL PIONEERS OF THE OREGON PINOT NOIR MOVEMENT: PONZI AND BETHEL HEIGHTS HAVE BEEN PRODUCING WINE IN OREGON SINCE THE 1970'S.

WHEN TRACING THE MODERN WINE-MAKING HISTORY OF THIS ENORMOUS VALLEY, TWO KEY NAMES THAT POP UP TIME AFTER TIME ARE DICK AND NANCY PONZI AND TWIN BROTHERS, TERRY AND TED CASTEEL (ALONG WITH THEIR WIVES) OF BETHEL HEIGHTS. IN 1969, AFTER QUITTING A LUCRATIVE JOB DESIGNING RIDES FOR DISNEYLAND, DICK PONZI AND HIS WIFE NANCY PACKED UP THEIR KIDS, THEIR ANIMALS, AND A FLATBED TRUCK, AND MOVED TO THEIR NEW HOME 25 MILES SOUTHWEST OF PORTLAND, OREGON. NEITHER OF THEM HAD BEEN FARMERS, BUT BOTH LOVED WINES, AND HAVING TRAVELED EXTENSIVELY THROUGHOUT BURGUNDY, THEY DECIDED THAT THE WILLAMETTE VALLEY WAS PERFECT FOR GROWING PINOT NOIR AND THUS OPTED TO MOVE TO OREGON. AT THAT TIME THERE WERE A MERE 200 ACRES OF WINE GRAPES PLANTED AND ONLY 4 PRODUCERS MAKING WINE IN ALL OF OREGON.

QUICKLY, DICK MET UP WITH ANOTHER NEW PRODUCER IN OREGON, DAVID LETT OF THE RENOWNED EYRIE VINEYARD, AND BOTH SHARED THE SAME IDEA WITH THE FRENCH THAT PLANTING EARLY-RIPENING GRAPE VARIETIES IN COOL REGIONS WHERE THE GRAPES COULD JUST BARELY RIPEN WAS THE KEY TO SUCCESSFULLY PRODUCING BURGUNDIAN-STYLE PINOT NOIR.

SINCE NORTHERN WILLAMETTE VALLEY IS VIRTUALLY THE SAME LATITUDE AS THE PRESTIGIOUS GROWING AREA OF BURGUNDY IN FRANCE, IT'S NO COINCIDENCE THAT MANY FRENCH GROWERS OF BURGUNDY CHOSE THE WILLAMETTE VALLEY TO BECOME THE "BURGUNDY" OF THE USA. THE VALLEY, WHICH STRETCHES 100 MILES LONG AND 60 MILES WIDE, HAS A HUGE RANGE OF MICROCLIMATES WHICH ARE GREAT GROWING CONDITIONS FOR THIS MOST TEMPERAMENTAL OF ALL GRAPES.

A KEY TO THE VALIDATION OF WORLD-CLASS PINOT NOIR BEING PRODUCED IN OREGON OCCURRED IN 1979 IN PARIS, WHERE THE BEST NEW PINOT NOIRS FROM OREGON WERE TASTED AGAINST SOME OF THE FINEST BURGUNDIES OF FRANCE. THE FRENCH WINE WORLD WAS SHAKEN WHEN OREGON'S EYRIE VINEYARDS WON FIRST PLACE.



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THE COMPETITION IN FRANCE CAUGHT MANY FRENCH PRODUCERS OFF GUARD, BUT NOT ROBERT DROUHIN, HEAD OF BURGUNDY'S LEGENDARY MAISON JOSEPH DROUHIN. IN 1961 ROBERT WAS VISITING AMERICA'S WEST COAST, PROMOTING THE DROUHIN BURGUNDIES, COINCIDING WITH THE BEGINNING OF THE MODERN CALIFORNIA WINE EXPLOSION. HIS FIRST IMPRESSION AND HIS BELIEF WAS THAT OREGON WOULD BE HOME TO THE BEST NEW WORLD PINOT NOIRS—NOT CALIFORNIA. SOME TWENTY YEARS LATER, HE PURCHASED PROPERTY IN THE WILLAMETTE VALLEY, THUS CONFIRMING WHAT THOSE ORIGINAL PIONEERS HAD LEARNED ON THEIR OWN. IN 1980, ROBERT DROUHIN CONDUCTED YET ANOTHER OREGON PINOT-VERSUS-BURGUNDY TASTING, AND A DROUHIN GRAND CRU TOOK FIRST PLACE, BUT THE 1975 EYRIE VINEYARDS TOOK SECOND PLACE BY A VERY NARROW MARGIN.

THERE ARE NOW MORE THAN 175 PRODUCERS OF WINE IN THE WILLAMETTE VALLEY. WE HAVE SELECTED THE 2003 PONZI, THE 2003 BETHEL HEIGHTS, AND THE 2002 PATTON VALLEY, ONE OF THE NEWEST ADDITIONS TO THE OREGON LIST OF PRODUCERS. PINOT NOIR CAN BE ELEGANT, EARTHY, SEXY, ETHEREAL, TEMPERAMENTAL, LUSCIOUS, MYSTERIOUS, AND PRICEY. IT'S A CHALLENGE TO FIND PINOT NOIR AT REASONABLE PRICES, AND WE CONSIDER THESE THREE ARE EXCEPTIONAL VALUES FOR THEIR QUALITY..

OTHER COMMON DESCRIPTORS FOR PINOT NOIR: CHERRY, STRAWBERRY, BLACK CHERRY, RASPBERRIES, SMOKINESS, COMPLEX, CHOCOLATE, FIGS, TRUFFLES, PRUNES, GAME, VIOLETS, PLUMS, EARTHY, SPICY, ROSE PETALS AND MANY MORE.

THE TOP FIVE REASONS WHY PLUMPJACK LOVES OREGON PINOT NOIR:

1. PINOT NOIR IS ELEGANT AND VERY FOOD VERSATILE.
2. ONCE YOU'VE EXPERIENCED A GREAT ONE, YOU ARE COMPELLED TO RECREATE THAT SAME EXPERIENCE.
3. IT CAN BE LIGHT-, MEDIUM-, OR FULL-BODIED.
4. IT'S ONE OF THE FEW AMERICAN WINES THAT CAN FOOL THE FRENCH.
5. THE GRAPE REFLECTS ITS TERROIR MORE THAN ANY OTHER GRAPE.

JUST THE FACTS:

2003 PONZI PINOT NOIR **\$29.99**

WINERY LOCATION: 30 MILES SOUTHWEST OF PORTLAND'S CITY CENTER

CASES PRODUCED: 3,579

ALCOHOL: 13%

AGEABILITY: IF YOU HAVE THE PATIENCE, 5-10 YEARS

WINEMAKER: LUISA PONZI, DICK AND NANCY'S DAUGHTER

VINEYARDS: GEMINI, LINDA VISTA, MADRONA, AURORA, AND WINTER'S HILL.

DESCRIPTORS: BLACK FRUIT AROMAS, BLACKBERRY, PLUM, DRIED CHERRIES AND SPICY TOBACCO. RICH AND LUSH WITH ANISE, RIPE CASSIS, BLUEBERRY AND WHITE PEPPER FLAVORS. LONG FINISH WITH GOOD STRUCTURE FOR AGING.

FOOD CHOICES: ROASTED CHICKEN, DUCK BREAST, OR WILD GAME

INTERESTING FACT: LUISA PONZI, THE WINEMAKER, WAS AWARDED A DEGREE IN OENOLOGY AND VITICULTURE FROM THE C.F.P.P.A. IN BEAUNE, FRANCE. ALSO, DICK AND NANCY CALLED THEMSELVES THE BEVERLY HILLBILLIES IN REVERSE FOR WHEN THEY MOVED FROM CALIFORNIA TO OREGON THEY TOOK A CANOE, A PIANO, FOUR BARRELS OF HOMEMADE WINE, THEIR KIDS, 2 CATS AND A DOG.



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2003 BETHEL HEIGHTS \$25.99

WINERY LOCATION: IN THE EOLA HILLS ABOUT 1 HOUR SOUTH OF PORTLAND

CASES PRODUCED: 5,032

ALCOHOL: 13.9%

AGEABILITY: DRINK NOW OR HOLD FOR 5-7 YEARS

WINEMAKER: TERRY CASTEEL

VINEYARDS: ALL ESTATE VINEYARDS

DESCRIPTORS: INTENSE BLACK CHERRY FRUIT, HINTS OF BLACK PEPPER, FULL-BODIED, FINISHES LONG WITH STRONG TANNINS FOR AGING.

FOOD CHOICES: FRESH SALMON, LAMB, OR WILD MUSHROOMS

INTERESTING FACT: ON THE BACK OF THE LABEL IS A LOGO WHICH CERTIFIES FARMING PRACTICES THAT RESTORE AND PROTECT HEALTHY STREAMS AND RIVERS FOR THE HEALTH OF SALMON. BETHEL HEIGHTS IS A MEMBER OF LIVE, A SUSTAINABLE-AGRICULTURE PROGRAM CERTIFIED UNDER INTERNATIONAL STANDARDS OF INTEGRATED PRODUCTION

2002 PATTON VALLEY \$29.99

WINERY LOCATION: WASHINGTON COUNTY, NORTH OF THE TOWN OF GASTON

OWNERS: MONTE PITT AND DAVE CHEN

CASES PRODUCED: 630

ALCOHOL: 14.3

AGEABILITY: DRINK NOW AND ENJOY IT, OR AGE FOR 3-5 YEARS

WINEMAKER: MONTE PITT AND TODD HAMINA

VINEYARDS: 72 ACRES PURCHASED IN 1997

DESCRIPTORS: ROSE PETALS, EARTH, AND RED BERRIES DOMINATE THE NOSE, WITH AN UNDERLYING CURRENT OF ASIAN SPICE. TOASTY, SMOKY, NUTMEG AROMAS. POWERFUL FRUIT BURSTING FORTH AFTER A SECOND OR TWO. MEDIUM-BODIED WITH SILKY, LACE-LIKE TANNINS, CHERRIES AND PLUMS. THE FINISH IS VERY FINE AND PERSISTENT.

FOOD CHOICES: GRILLED FRESH SALMON, ROAST PORK, OR A HAMBURGER.

INTERESTING FACT: MONTE AND DAVE GOT THE PINOT BUG WHILE ATTENDING BUSINESS SCHOOL IN CHICAGO. THEY LOOKED AT DOZENS OF VINEYARDS SITES FOR MORE THAN A YEAR BEFORE FINDING THEIR DREAM VINEYARD.