

OREGON WINE

SOUTHERN OREGON



OREGON
WINE
BOARD

UPDATED 4.1.17



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A REGION OF DISCOVERY AND EXPERIMENTATION

With 170 microclimates and five AVAs defined by four rivers, Southern Oregon produces a wide range of outstanding wines. No wonder many writers are talking about this region as Oregon's "next big thing."

WHERE IN THE WORLD IS OREGON?

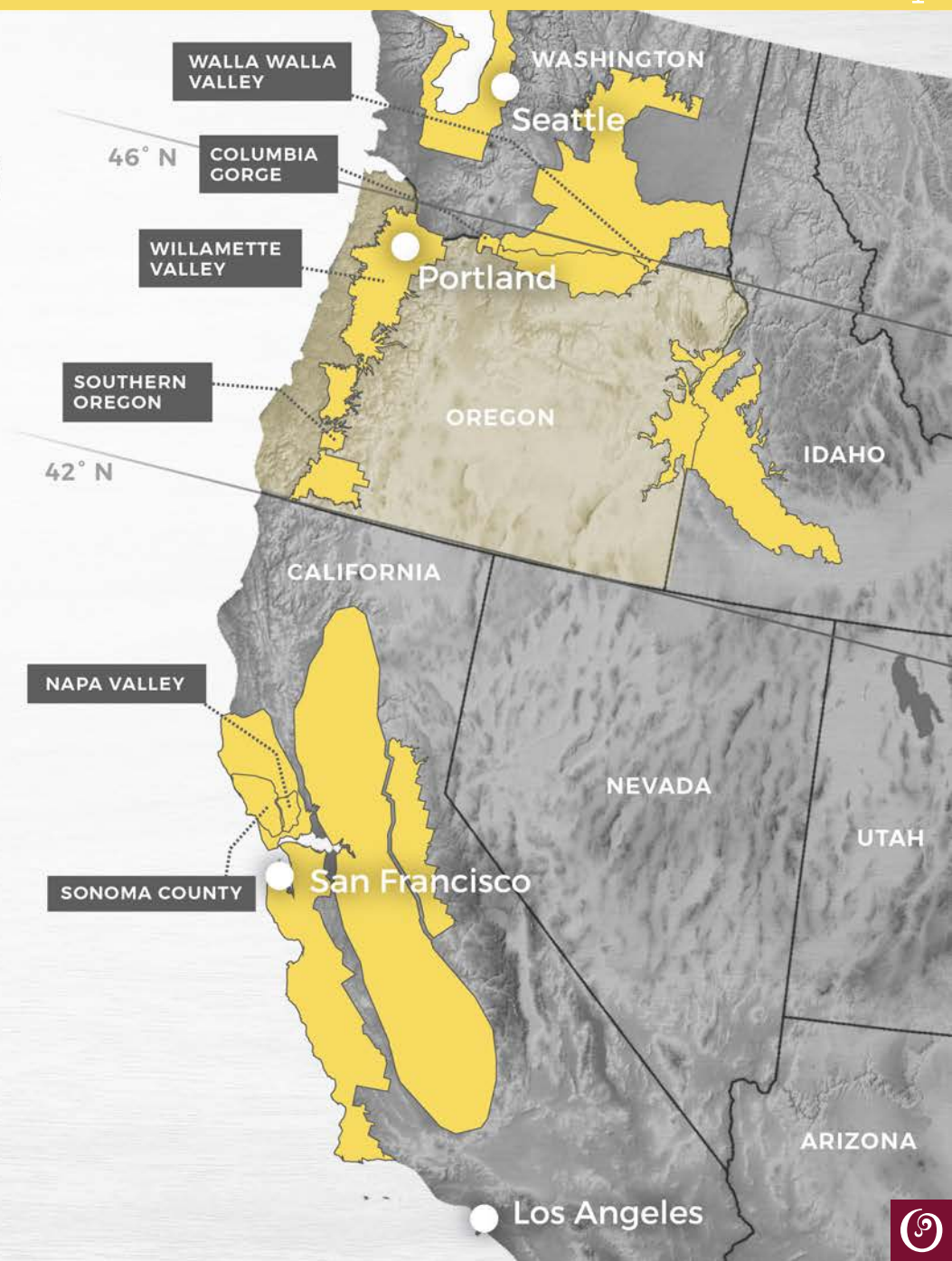
The world's premier winegrowing regions are found between the latitudes of 30-50°. Oregon is located in the northwestern United States at a northerly latitude between 42-46° N.

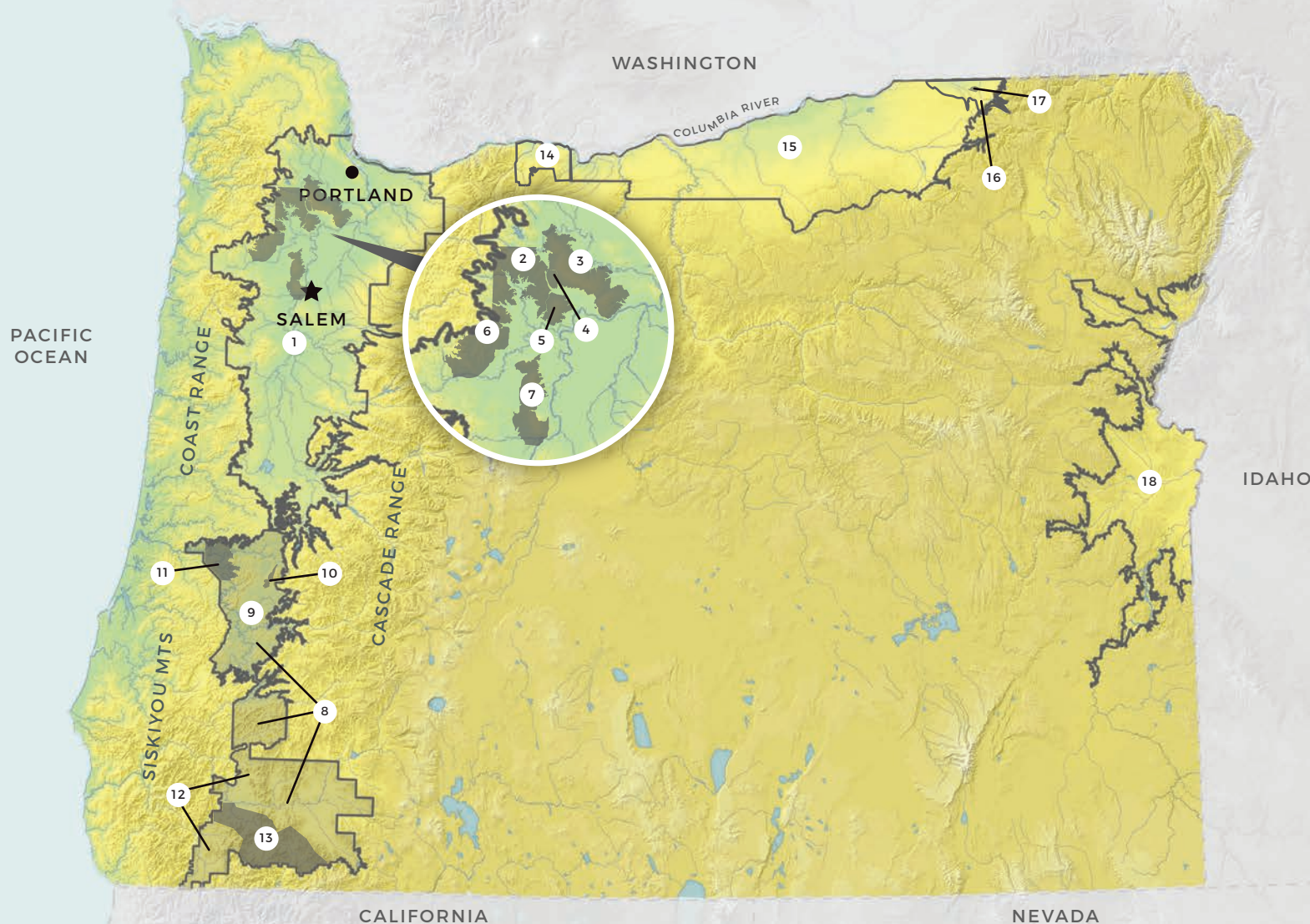


WINE-PRODUCING REGIONS OF THE WEST COAST

Oregon is bordered by Washington to the north and California to the south.

From northern Washington to southern California, West Coast winegrowing spans more than 1,200 miles (1,900 km) north to south.





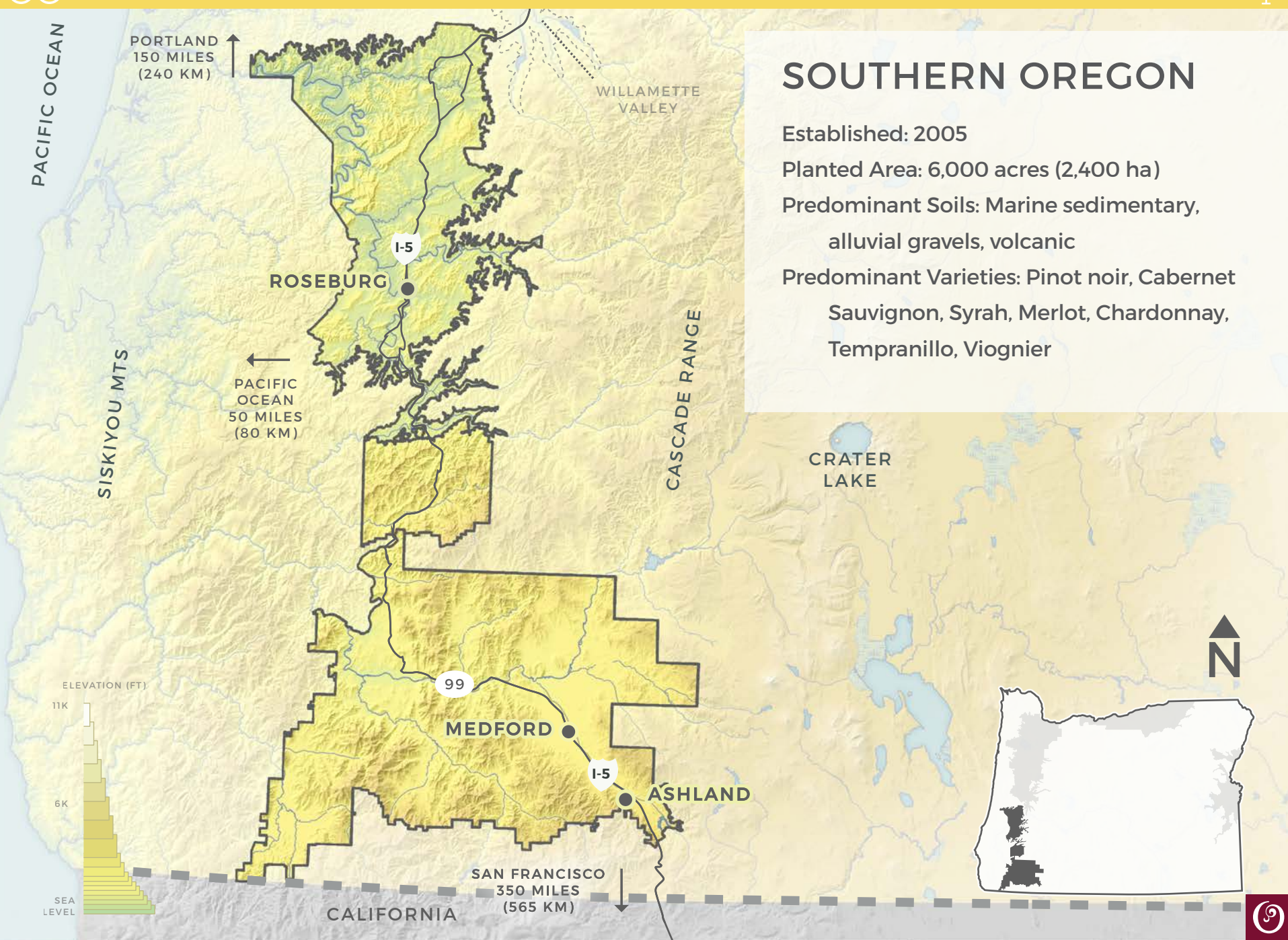
GROWING REGIONS OF OREGON

1. Willamette Valley
2. Yamhill-Carlton
3. Chehalem Mountains
4. Ribbon Ridge
5. Dundee Hills

6. McMinnville
7. Eola-Amity Hills
8. Southern Oregon
9. Umpqua Valley
10. Red Hill Douglas County

11. Elkton Oregon
12. Rogue Valley
13. Applegate Valley
14. Columbia Gorge
15. Columbia Valley

16. Walla Walla Valley
17. The Rocks District
of Milton-Freewater
18. Snake River Valley



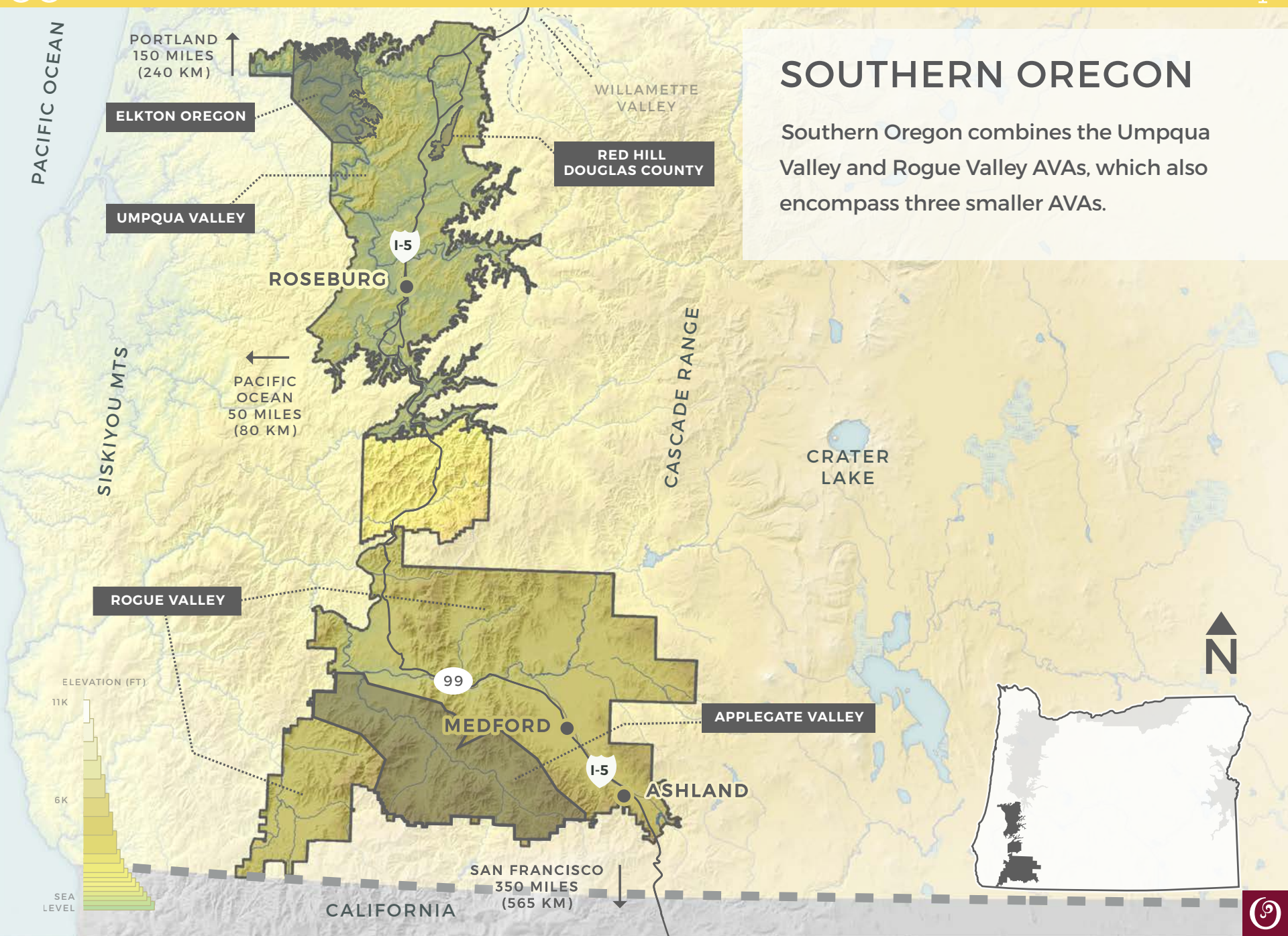
SOUTHERN OREGON

Established: 2005

Planted Area: 6,000 acres (2,400 ha)

Predominant Soils: Marine sedimentary,
alluvial gravels, volcanic

Predominant Varieties: Pinot noir, Cabernet
Sauvignon, Syrah, Merlot, Chardonnay,
Tempranillo, Viognier



SOUTHERN OREGON



The junction of three major mountain ranges — Klamath Mountains, Coast Range and Cascade Mountains — results in the highest elevation vineyards in Oregon.

One of the widest diurnal temperature ranges in the world helps preserve acidity and complexity in an otherwise warm region.

Umpqua, Applegate, Illinois and Rogue rivers provide cooling influences and were key factors in the creation of winegrowing soils.



Warm growing season temperatures moderated by elevation, rivers and cool nights produce structured, balanced wines.



2 HAWK VINEYARD





LEDGER DAVID CELLARS

Image: Marc Salvatore



“

Southern Oregon winemakers and grape growers embody the pioneering spirit of our region. Southern Oregon vintners are independent, opinionated, skillful, talented and not afraid to try new things.

”

- JOHN OLSON

TeSóAria Vineyard & Winery

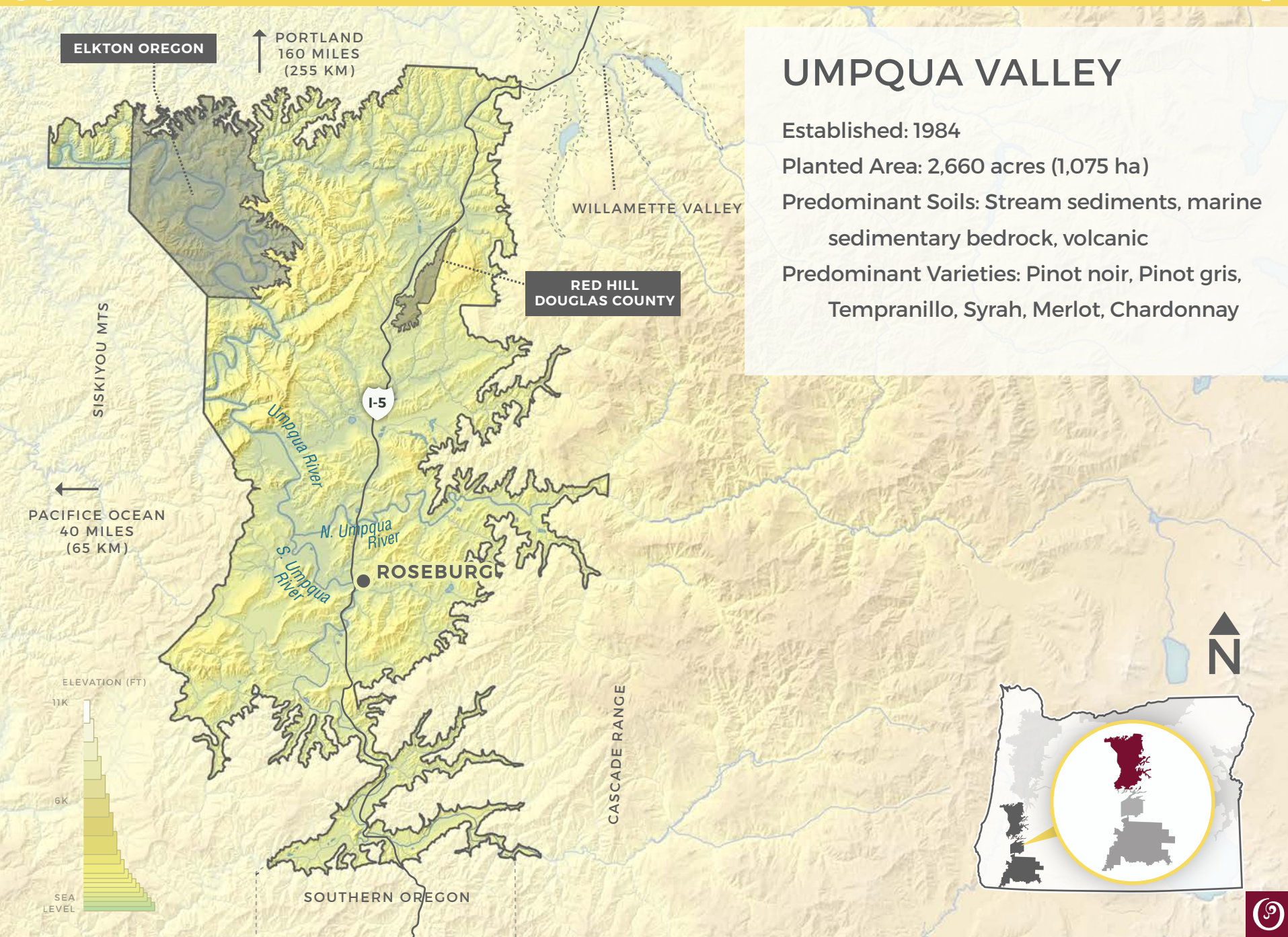
SOUTHERN OREGON AVA

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SOUTHERN OREGON: UMPQUA VALLEY



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UMPQUA VALLEY



The convergence of the Cascade, Coast and Klamath mountain ranges and the Umpqua River creates many micro-climates.

Growing season temperatures vary dramatically, with up to 1,000 growing degree days difference from the north to south.

Diversity of region has inspired a culture of experimentation with varieties not commonly grown elsewhere in Oregon: Garnacha, Albariño, Grüner Veltliner, Malbec, Petit Verdot and more.



The long growing season lets grapes take their time in ripening, creating fruit with complex flavors, well balanced structure and minerality.



ABACELA FAULT LINE VINEYARD





MELROSE VINEYARDS

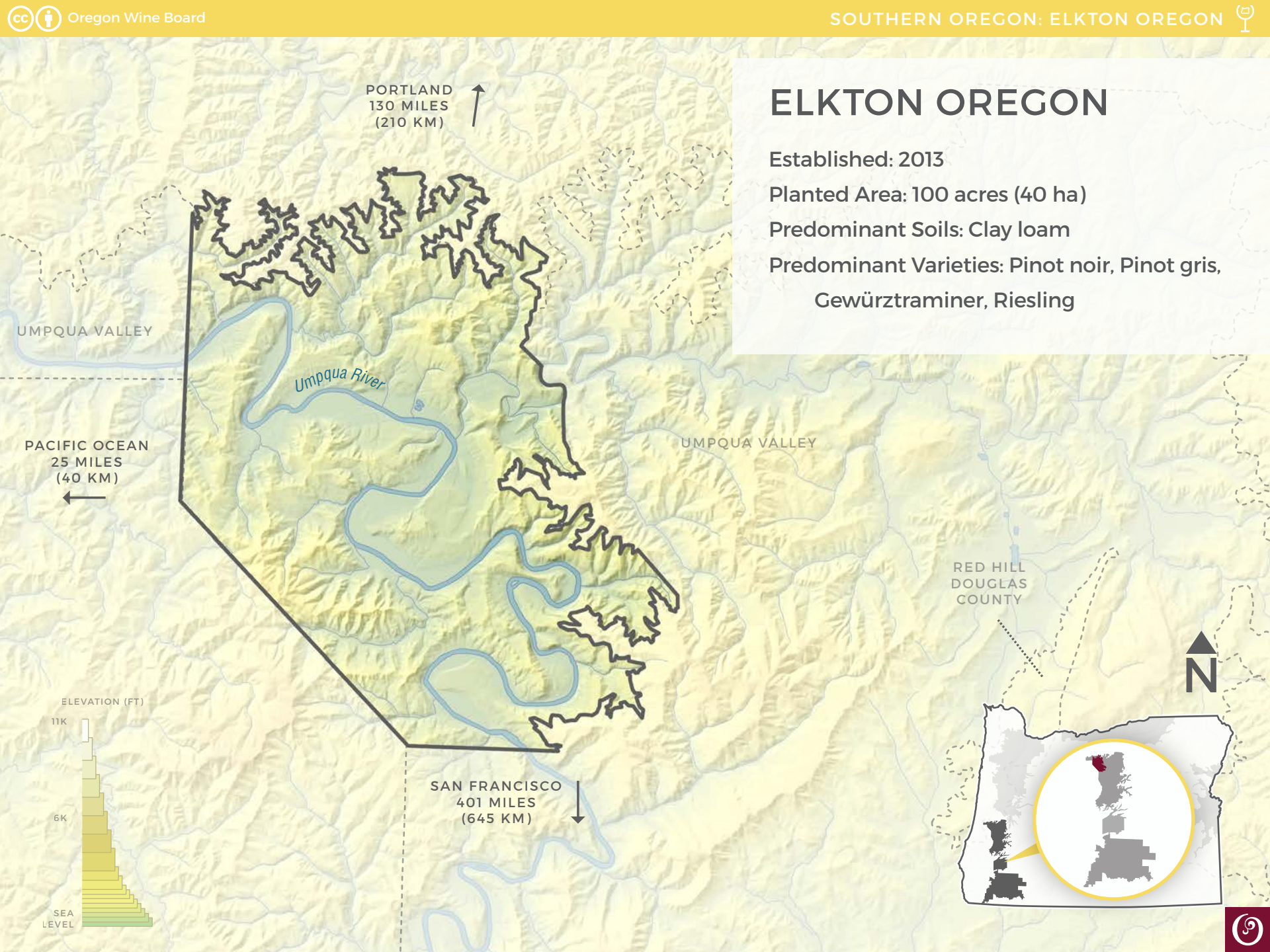


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SOUTHERN OREGON: ELKTON OREGON



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ELKTON OREGON

Established: 2013

Planted Area: 100 acres (40 ha)

Predominant Soils: Clay loam

Predominant Varieties: Pinot noir, Pinot gris,
Gewürztraminer, Riesling





ELKTON OREGON



TERROIR

Cooler AVA in Southern Oregon, in some parts approaching the coolness of the Willamette Valley due to its high elevation and the strong afternoon breezes up the Umpqua River gorge.

Water retaining clay soils cause a decreased need to irrigate, resulting in lower yields.



WINE

Cool climate varieties produced in a lush style, fuller in body with bolder fruit notes than those grown in the Willamette Valley.





BRADLEY VINEYARD



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SOUTHERN OREGON: RED HILL DOUGLAS COUNTY



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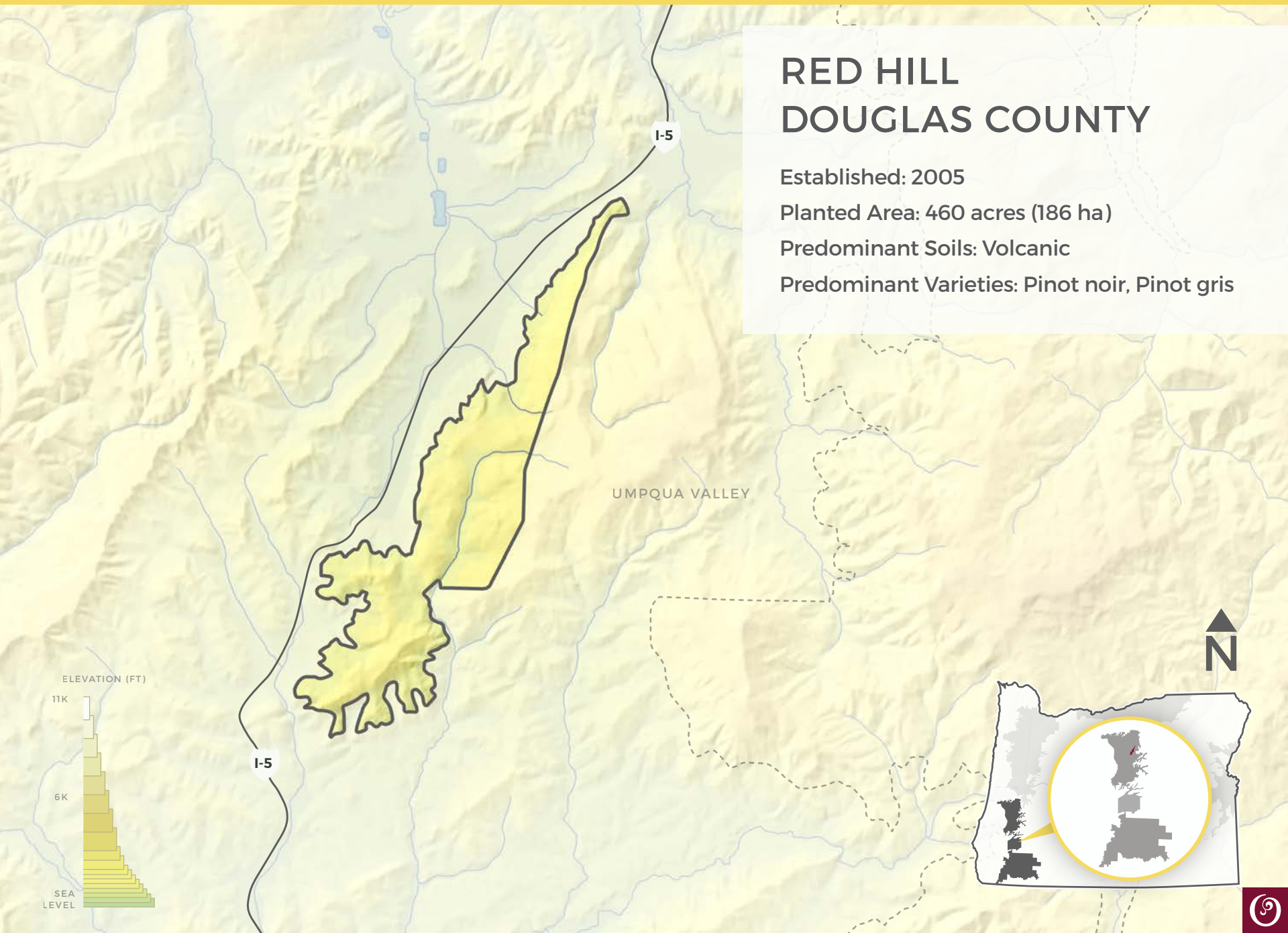
RED HILL DOUGLAS COUNTY

Established: 2005

Planted Area: 460 acres (186 ha)

Predominant Soils: Volcanic

Predominant Varieties: Pinot noir, Pinot gris



RED HILL DOUGLAS COUNTY



A single vineyard AVA comprised entirely of volcanic soil from ancient uplifted seafloor.

Vines sit between 800 and 1,200 feet (240–350 m) and do not benefit as much from the protection of the Coast Range, resulting in cooler temperatures than other parts of the Umpqua Valley.



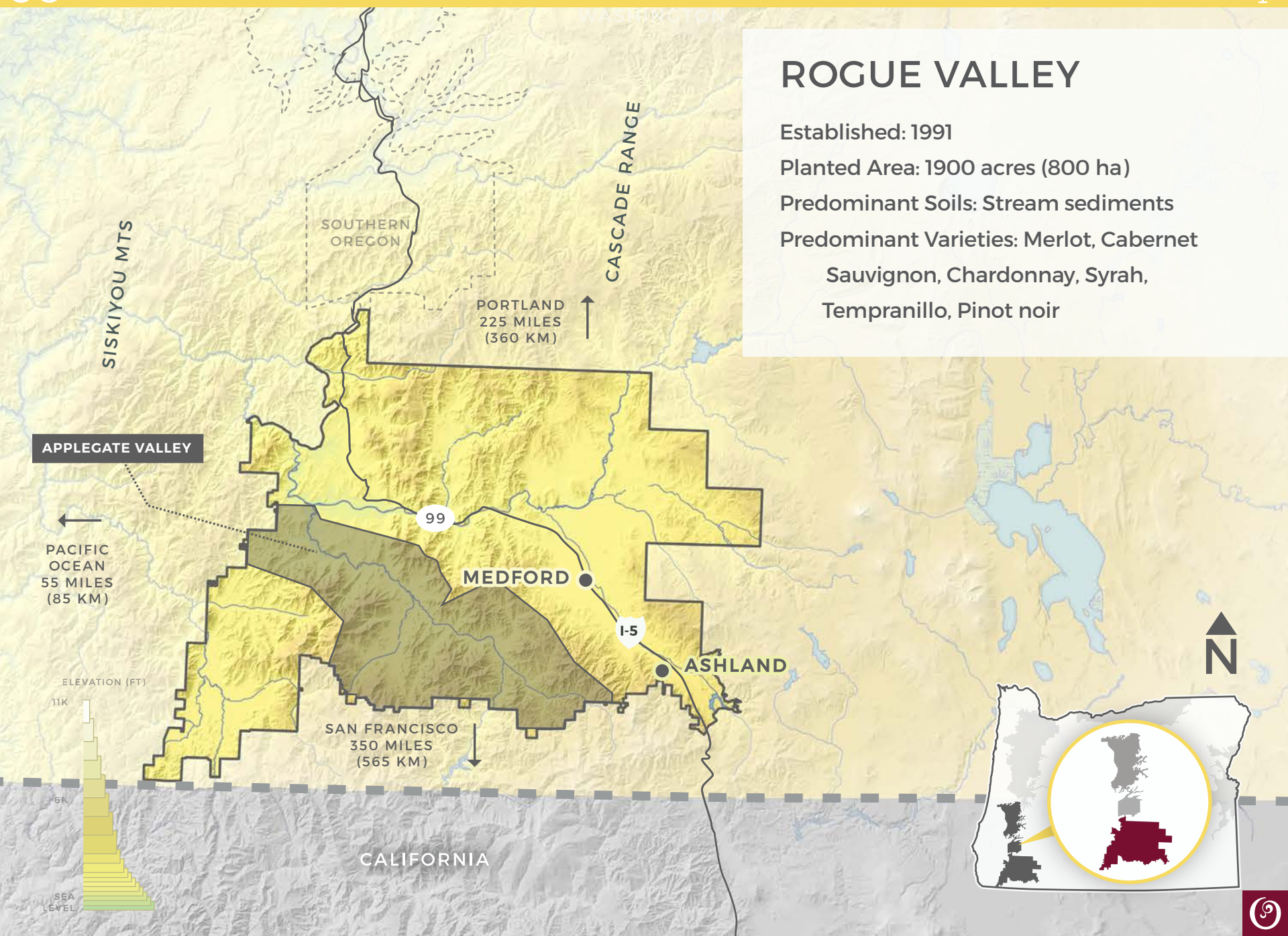
Cooler site with volcanic soil produces a leaner, more structured style of wine compared to other AVAs within Southern Oregon.

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SOUTHERN OREGON: ROGUE VALLEY



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ROGUE VALLEY

Established: 1991

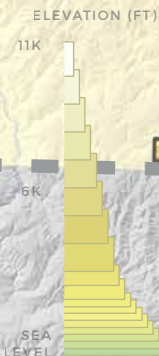
Planted Area: 1900 acres (800 ha)

Predominant Soils: Stream sediments

Predominant Varieties: Merlot, Cabernet
Sauvignon, Chardonnay, Syrah,
Tempranillo, Pinot noir

APPLEGATE VALLEY

PACIFIC OCEAN
55 MILES
(85 KM)



99

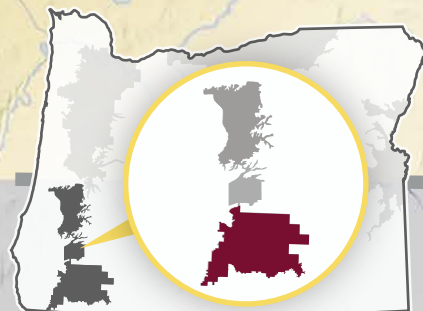
MEDFORD

I-5

ASHLAND

SAN FRANCISCO
350 MILES
(565 KM)

CALIFORNIA



ROGUE VALLEY



Defined by the soils created by the Rogue River and Rogue tributaries: Illinois, Applegate and Bear Creek rivers.

Southernmost and warmest AVA in Southern Oregon, with an average July maximum temperature of 89°F (32°C).



Generous sunshine and a warm growing season allow later-ripening varieties to thrive, resulting in fully developed fruit character and rich, full-bodied wines.



KRISELLE CELLARS



“

After having lived and worked in Washington and California, we found the Rogue Valley the perfect spot to build our wine business. The climate allows us to grow an incredible diversity of grape varieties with world-class quality.

”

- SCOTT STEINGRABER

Kriselle Cellars

ROGUE VALLEY AVA



“

Growing grapes and making wine in the Rogue Valley has been a part of most of my life. I have been fortunate to belong to a community of pioneering winemakers and grapegrowers whose collective passion for discovery and willingness to step out towards the edge have created one of the great wine regions of Oregon, if not the world.

”

- ERIC WEISINGER
Weisinger Family Winery
ROGUE VALLEY AVA

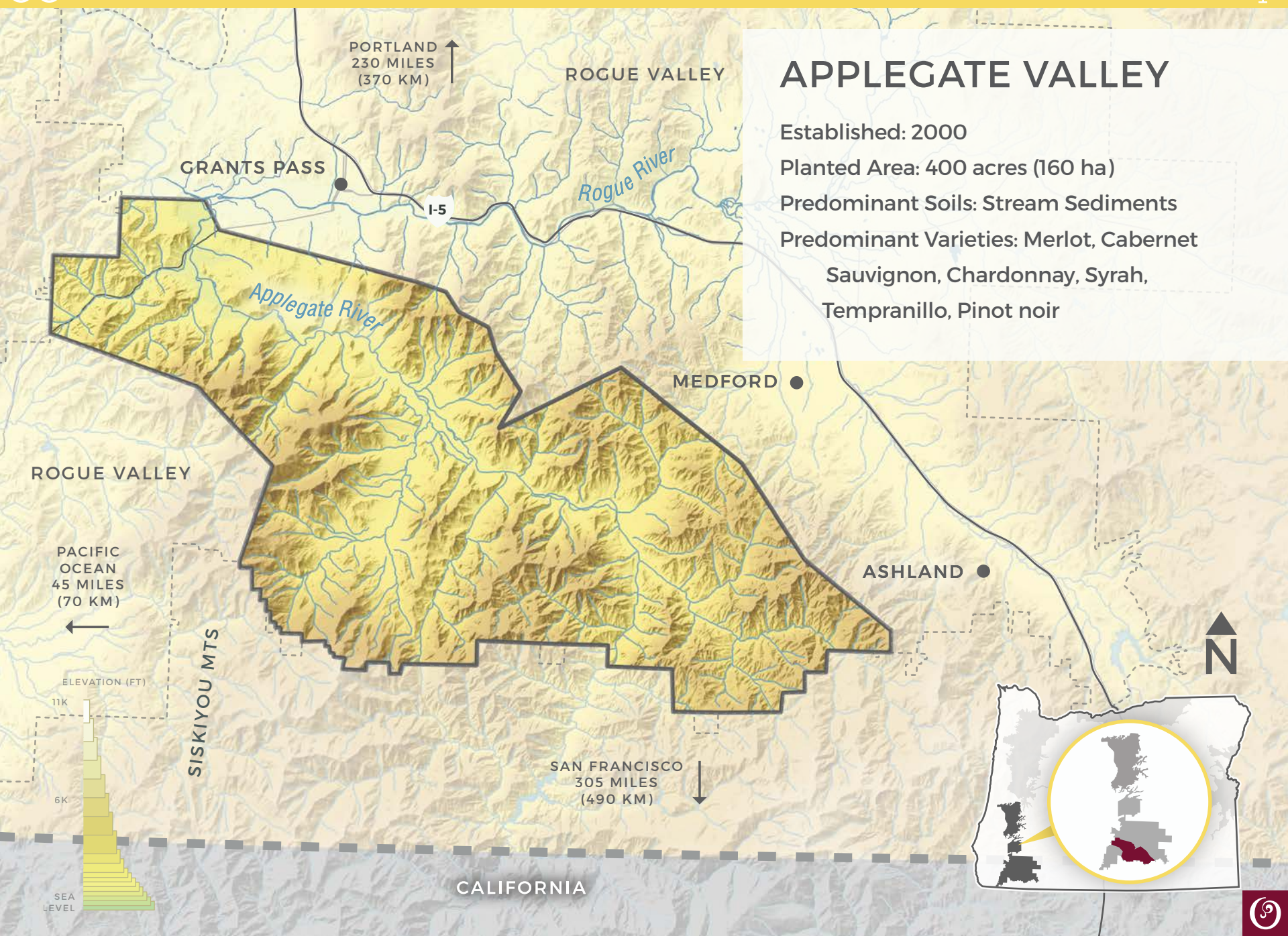


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SOUTHERN OREGON: APPLEGATE VALLEY



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APPLGATE VALLEY



TERROIR

The Siskiyou Mountains surrounding the valley to the west protect it from cooling marine air and rain from the Pacific.

The Applegate River greatly influenced the development of soils in the regions, resulting in deep, well-draining stream sediments.



WINE

Plush, full-bodied, fruit-forward Bordeaux- and Rhône-style wines with a subtle, underlying minerality.





PLAISANCE RANCH

Image: Greg Stanko





SCHMIDT FAMILY VINEYARDS

Image: Terry Fisher



“

The rising afternoon desert air pulls the cool Pacific breezes up through the Rogue River Valley, lowering temperatures dramatically in the late afternoon and evening. The winds are so fierce, my outside chairs and barbecue are frequently scattered along the vineyard!

”

- STEVE HALL
Troon Vineyard
APPLGATE VALLEY AVA