

WILLAMETTE VALLEY
VINEYARDS

“Wines made with consideration for the
environment, employees and community
simply taste better.”


Jim Bernau, Founder/Winegrower



Building a Dream

Founded in 1983 by Oregon native Jim Bernau with the dream of creating world-class Pinot Noir, Jim cleared away an old pioneer plum orchard in the Salem Hills and watered the vines by hand using 17 lengths of garden hose to get the grapevines through their first summer. Willamette Valley Vineyards has grown from a bold idea into one of the region's leading wineries, earning the title "One of America's Great Pinot Noir Producers" from *Wine Enthusiast Magazine*.

(Above) Founder and CEO working on the first plantings at the Estate Vineyard in the Salem Hills.

World-class Wines Through Shared Ownership

Founder and CEO Jim Bernau believes among the healthiest forms of business are those owned by the community. Jim's vision of organizing the support of wine enthusiasts to make world-class wines through shared ownership has resulted in more than 26,000 wine enthusiast owners (NASDAQ: WVVI & WVVIP).

(Below) Winery Owners gather in 2017 to help harvest the Pinot Noir crop from Bernau Estate Vineyard.



History of Willamette Valley Vineyards

1983 Founder Jim Bernau began planting Pinot Noir vines in what's now called the Bernau Block at the Estate Vineyard in the Salem Hills.

1988 Jim, as a member of the Oregon Governor's Delegation to Burgundy, helped arrange the importation of French Pinot Noir and Chardonnay budwood – the renowned Dijon Clones.

1989 Became the first successful, community-funded business in the country with a self underwritten Regulation A Public Common Stock offering, extending Ownership to wine enthusiasts.

1990 The winery began a glass recycling program offering ten cents per bottle for all wine bottles returned to its Tasting Room.

1995 Jim's personal gift to Oregon State University established the nation's first professorship of fermentation science.

1997 The winery became a founding member of LIVE (Low Input Viticulture and Enology) and Salmon-Safe. Willamette merged with Oregon wine pioneer Bill Fuller's Tualatin Estate Vineyard planted in 1973, one of the oldest and most respected vineyards in Oregon.



2002 Wines appeared on NBC's hit television show "Friends." and were served at the White House.

2007 Upon the O'Briens' retirement in 2007, Elton Vineyard was contracted under a long-term lease. Willamette became the first winery in the world to use sustainable cork stoppers certified by the Rainforest Alliance to Forest Stewardship Council (FSC®) standards.



2010 The Oregon Wine Board recognized Jim's early work with the industry's Founder's Award followed by the Governors' Gold Award, presented by Oregon's four living Governors.

2014 Jan Bernau, Jim's spouse, lead the project to remodel the Estate Tasting Room, Patio and Courtyard, plus expanded the Barrel Room and added two LEED Gold Winery Suites.

2015 Launched an effort to build boutique brands with some of Oregon's most intriguing vineyard sites. To fund the effort, the winery issued a Preferred Stock Offering inviting wine enthusiasts to become part of Oregon's wine future as Winery Owners. To date, brands include Elton in the Eola-Amity Hills, Pambrun in the Walla Walla Valley, Maison Bleue in The Rocks District of Milton-Freewater and Bernau Estate in the Dundee Hills.

2018 Started the process to convert the Bernau Estate Vineyard in the Dundee Hills to biodynamic farming practices.

2019 Founder Jim Bernau and Justin King of King Estate Winery accepted the Innovator of the Year award at the *Wine Enthusiast* Wine Star Awards for Oregon Solidarity, a collaboration wine to support Rogue Valley winegrowers whose contracts were abruptly canceled.



2020 Willamette Wineworks located in Historic Folsom, California, opened as Willamette's first prototype outpost and debuted a Barrel Blending System with Natoma wines.

2021 Bravo's Top Chef airs Season 18 finale filmed at our Estate in the Salem Hills, where the cast and crew toast the conclusion with our 2017 Bernau Estate Méthode Traditionnelle Brut.

2023 Sparkling winery Domaine Willamette in the Dundee Hills and Tasting Room & Restaurants in Lake Oswego, Vancouver and Happy Valley opened this year.

Our Estate Vineyards

Willamette Valley Vineyards has continued to grow from its original three estate vineyards – the Estate Vineyard, Tualatin Estate and Elton Vineyard – with the addition of Ingram Estate, Bernau Estate, Loeza Vineyard and Jory Claim. All our producing estate vineyards are certified LIVE and Salmon-Safe.



Estate Vineyard

Willamette Valley AVA | Est. 1983

Located south of Salem and planted on the south-facing volcanic flow, the Estate vineyard has 67 acres of vines rising from 500-810 feet in elevation with seven to twelve degree slopes tilted toward the sun. As a result, the vines get excellent air drainage with temperatures approximately 10 degrees cooler than the valley floor during the day. The shallow, rusted red volcanic Nekia and Jory soils at this site are well drained to a depth of two and a half to six feet.



Tualatin Estate Vineyard

Tualatin Hills AVA | Est. 1973

Tualatin Estate Vineyard is one of the oldest and most respected vineyards in Oregon with 171 producing acres. Pinot Noir and Chardonnay from Tualatin took Best of Show for both the red and white categories at the London International Wine Competition, where the award was presented by the Queen at the London International Wine Competition, a feat unduplicated in the competition's history. Covered in Laurelwood soil and Pisolites, the slope is south-facing with an elevation of 250-530 feet.



Elton Vineyard

Eola-Amity Hills AVA | Est. 1983

Founded by Dick and Betty O'Brien, the vineyard was planted in 1983 on land inherited from Betty's parents, Elton and Peggy Ingram – hence the vineyard name. Elton Vineyard's producing 54 acres, rising 250-500 feet in elevation, has deep volcanic Jory soil with a top layer of Woodburn sedimentary soil deposited by the cataclysmic Missoula Lake Flood. The vineyard was planted around a white glacial erratic carried from Canada in the flood. Ingram Estate Vineyard was planted above Elton in 2013.

Willamette Valley AVA



JORY
Jory soil provides both exceptional water retention for dry land farming in the summer and drainage in winter and spring which helps yield high-quality wine grapes.



NEKIA
Nekia soil retains less moisture which means grapes ripen earlier with darker fruit and flavor concentration.



PISOLITES
The top layer of the Laurelwood soil of Tualatin Estate is riddled with deposits of unique, iron concretions called "pisolites" responsible for the unique rose petal aroma in our Pinot Noir.

Soil photos courtesy of *Oregon Wine Press*

Joe Perez, a Founding Owner at Willamette and member of Oregon Wine Enthusiasts, with an owl that will be released in the vineyards for natural protection.



Stewardship of the Land

Since the winery's founding in 1983, stewardship of the land has been a key principle in our winemaking and farming practices. Founder and CEO Jim Bernau believes Pinot Noir made with consideration for the environment, employees and community simply tastes better.



LIVE & Salmon-Safe

All of the producing estate vineyards have been certified sustainable through LIVE (Low Input Viticulture and Enology) and Salmon-Safe. Founder Jim Bernau was honored by his fellow winegrowers with LIVE's Founder's Award for his involvement in creating the first system of environmental stewardship in American agriculture.



Wind & Solar Power

The Estate Vineyard utilizes both wind and solar power. By using wind-powered electricity, we avoid emitting 1,084,102 pounds of CO₂ into the environment each year and our solar panels prevent 3,560,000 pounds of CO₂ from entering the atmosphere.



Raptors in the Vineyard

Since 2011, the winery has partnered with Cascades Raptor Center from Eugene, Oregon, to place rehabilitated barn owls and kestrels into our vineyard for natural protection. Each year we introduce new birds who find homes in the nesting boxes placed on our properties, and they help create a balanced ecosystem by controlling pest populations.



Willamette Valley Oak Accord

The winery is one of the founding signatories of the Willamette Valley Oak Accord, a grassroots effort to protect and restore oak habitats in the Willamette Valley. This is an important conservation effort that will preserve natural resources within our region and restore more than 1,500 acres of the Willamette Valley's fragile ecosystem.



Supporting Native Bee Populations

Mason bee pollinator boxes provide safe nesting places for native bee populations in our vineyards. The bees are very productive spring pollinators for fruit and nut trees, as well as berry plants and spring flowers. With a 40% decrease of the insect population and biodiversity declining, providing safe spaces for these bees will help them thrive and increase their populations.



Recycling Water

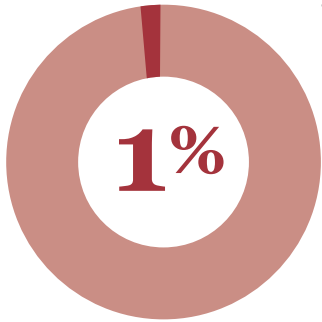
The winery has a state-of-the-art greywater system that allows us to use significantly less water and filter out organic solids for compost. The recycled treated water can be used to irrigate landscape beds, potted plants and for other non-food uses. Most importantly, this system ensures that water used in our winemaking efforts is returned to the soil safely and efficiently.

Authentic Oregon Wines

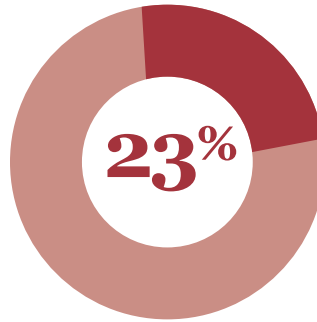
Oregon's Leading Producer of Willamette Valley Appellated Pinot Noir

The winery sources all of its barrel-aged Pinot Noir from its estate-grown vineyards and meticulously farms over 500 acres in the hills of the Willamette Valley.

Oregon Wine on the Rise



Oregon's share of the U.S. wine production



Oregon's share of the U.S. wine represented in *Wine Spectator's* Top 100 wines in 2021

- ▶ Oregon wines command an average price per bottle of \$17.52, more than two times the category average of \$8.70.

Nielsen Data, Total U.S., 52 weeks ending 1/28/2023

- ▶ Willamette Valley Vineyards produces the #1 selling Oregon Pinot Noir above \$20 nationwide.

IRI Data, Total U.S., 52 weeks ending 1/1/2023

(Below Left) Harvesting Pinot at Tualatin Estate Vineyard. (Below Right) Pinot Noir cluster from Elton Vineyard.





Overlooking Elton Vineyard and the Willamette Valley.



Vineyard Manager Efrén Loeza with Founder and CEO Jim Bernau at Bernau Estate Vineyard during harvest.



2021
91
pts.
WINEENTHUSIAST

WILLAMETTE VALLEY
VINEYARDS
Estate
WILLAMETTE VALLEY - PINOT NOIR

glacial loess) and Missoula Flood sediment
Harvest: September 16 - October 11, 2021
Brix at Harvest: 22.5° - 23.3°
Fermentation: Whole Cluster
Resveratrol: 12.3 Micromoles/L
Peak Drinkability: 2022 - 2026
PRODUCED & BOTTLED BY
WILLAMETTE VALLEY
VINEYARDS
100 ENCHANTED WAY SE
RNER, OREGON



Our Wines

Estate Pinot Noir

Our Estate Pinot Noir expresses the terroir of three of our vineyards — the original planting by Founder Jim Bernau in the Salem Hills, Tualatin Estate planted by Oregon wine pioneer Bill Fuller in the foothills of the Coastal Range and Elton Vineyard planted by Dick and Betty O'Brien on the east face of the Eola-Amity Hills.

Certified Vegan Wines

Whole Cluster® Pinot Noir and Whole Cluster® Rosé of Pinot Noir are Certified Vegan. This certification means that no animal, dairy or honey bee-derived ingredients are used to make our wines.

Willamette Whole Cluster® Fermentation

Years ago, Founder Jim Bernau began experimenting with Pinot Noir by gently dropping hand-picked whole clusters in a chilled stainless fermenter, pushing all the oxygen out with CO₂ and sealing the vessel tight. What happened next was magical — the berries started to swell and turn pink. When they burst, they released the most aromatic, fermenting Pinot Noir.



Willamette Whole Cluster® Rosé of Pinot Noir

In 2015, the Whole Cluster® Rosé of Pinot Noir was created by fermenting the first free-run juice that burst from uncrushed Pinot Noir clusters. This whole cluster process achieves great color, aroma and flavor in rosé and concentrates our whole cluster Pinot Noir flavor quality. This wine is one of our best performing products in market.

White Pinot Noir ▶

Our dedication to Pinot Noir led us to craft a new expression of the varietal without the color. The resulting wine has a creamy texture, rich mid-palate, bright aromas and flavors with refreshing acidity. In 2019, this wine entered into distribution and has seen tremendous success.



Pinot Gris

Pinot Gris was first introduced into the United States from France by David Lett, who planted Gris in the North Willamette Valley at The Eyrie Vineyards. Jim received his first cuttings from David. The variety is now Oregon's leading white wine.



Golden Coin ▶

In 2020, the Golden Coin program was launched – a Willy Wonka inspired venture where a limited number of coins are placed under the capsules of our wines. Finders can redeem their coin for prizes and select a local food bank to receive a donation from Willamette Valley Vineyards.



The French Connection

The importation of "Dijon Clones" of Chardonnay into the Willamette Valley was one of the greatest tipping points in Oregon wine quality. The state's original plantings, which were brought up from California by emigrating winemakers, produced fruit that failed to fully ripen in especially cold vintages. The new Dijon Clones ripen two weeks earlier, yielding beautifully balanced wines with ripe flavors and acidity.



As a member of the Oregon Governor's Delegation to Burgundy in the 1980s, Jim sought native French clones to improve Pinot Noir and Chardonnay quality.



Experience Willamette



Sustainable Wines and Pacific Northwest-Inspired Food Pairings

Culinary offerings at all our locations are curated to highlight wines from our vineyards. We're bringing the Oregon wine country experience into some of the Northwest's most exciting areas. Enjoy our classic Oregon wines paired with cuisine sourced from the Pacific Northwest in our private dining and event spaces or during one of our Wine Pairing Dinner events.

Willamette Wineworks

After successfully launching our first remote tasting room prototype in Folsom, California in 2020, we've expanded into other neighborhoods. Our new Tasting Room & Restaurants bring the winery experience to our guests and offer Willamette Cuisine to pair with our classic Oregon wines.



Lake Oswego

Located off Highway 43 in downtown Lake Oswego, this location features food and wine pairings, wine lockers, a beautiful trellis patio with an outdoor fire pit, a private wine cellar dining room and ample parking.



Vancouver Waterfront

Featuring incredible views of the Columbia River, we are excited to be the first Oregon wine tasting destination in this area. Our Tasting Room & Restaurant includes a barrel blending experience, barrel booth seating and spacious patio seating overlooking the river.



Happy Valley

As we join the flourishing town of Happy Valley just outside of Portland, the space features a sophisticated dining room, a granite boulder fire pit and our signature barrel booth seating. Outside offers a large patio and water feature.



Bend

Located in historic downtown Bend, our Tasting Room & Restaurant will bring wine country to this destination community that loves all things craft.

Anticipated opening: Late 2023





Domaine Willamette

At Bernau Estate Vineyard in the Dundee Hills

Domaine Willamette is Oregon's first sparkling wine facility that produces world-class méthode traditionnelle sparkling wines with an underground aging cellar at the biodynamically-farmed Bernau Estate Vineyard. Opened in 2022, the winery offers Oregon-inspired hospitality with wine and food pairings, stunning views, educational tours and beautiful gardens overlooking the Dundee Hills.

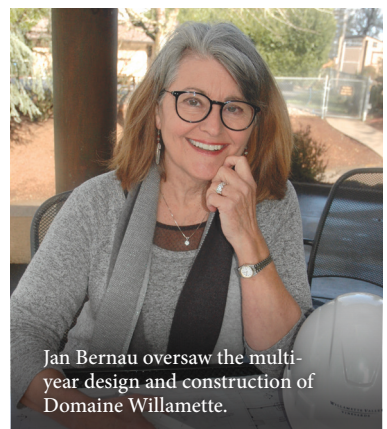
Domaine Willamette is more than a bottle of wine. These wines embody the pursuit of crafting selections from the Willamette Valley of Oregon, that are on par with the best from Champagne. Together we are creating a new standard of sparkling wine. The launch of Domaine Willamette into the wholesale market is planned for an anticipated limited release by spring 2025.

Sustainability in Biodynamic Farming

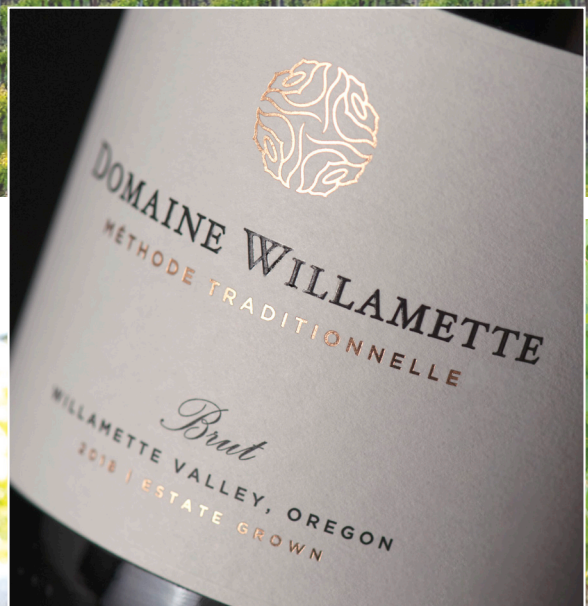
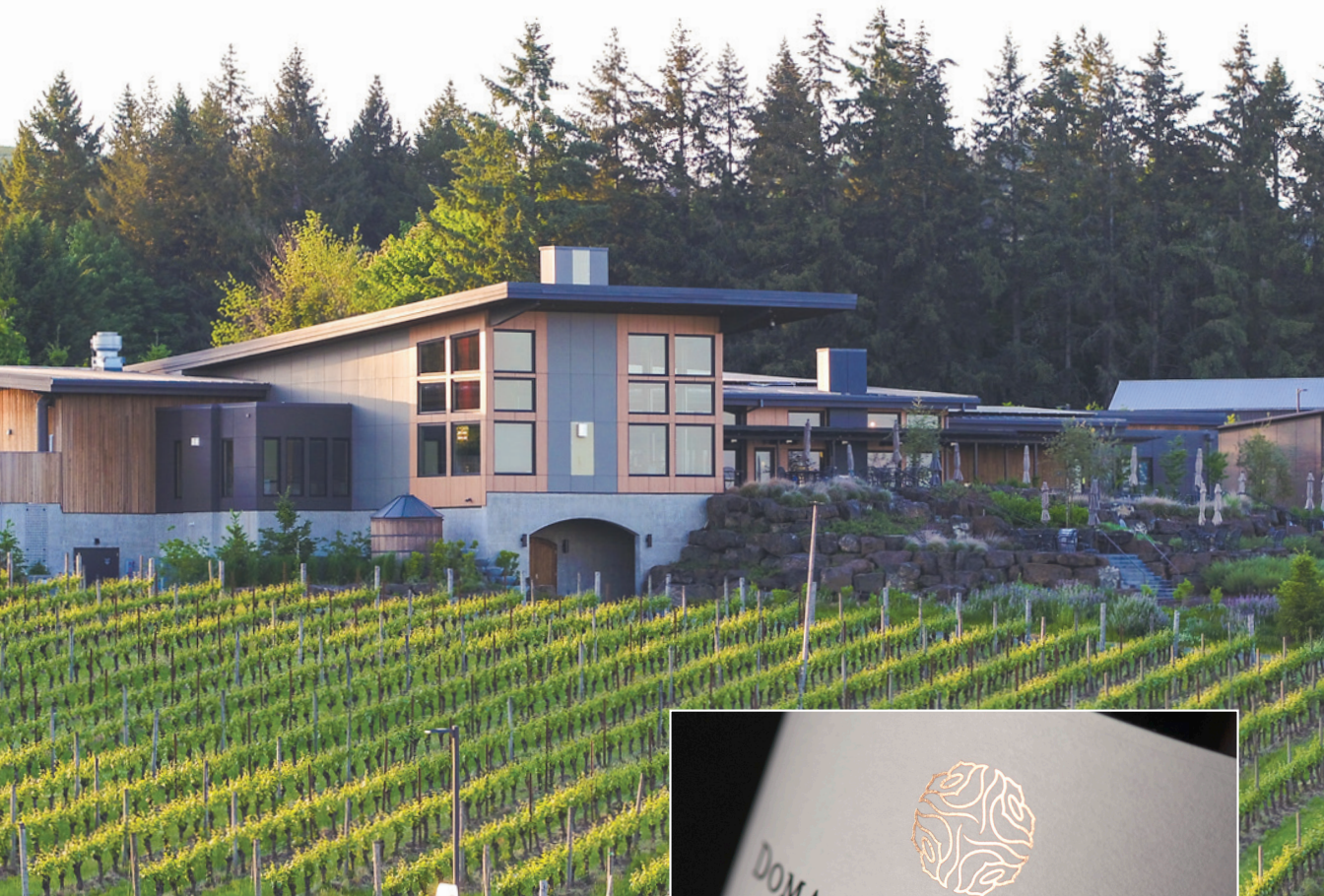
Bernau Estate Vineyard is farmed using biodynamic principles and practices. Aspects of biodynamic farming are represented in the winery's tasting rooms, gardens and artwork. This is a holistic, ecological and ethical way of farming. It involves creating a system that increases the farm's capacity for self-renewal and sustainability.



Sculptures like this chamomile flower are inspired by Biodynamic plant components and can be found throughout the gardens.



Jan Bernau oversaw the multi-year design and construction of Domaine Willamette.



Founder and CEO Jim Bernau with grazing sheep at Bernau Estate Vineyard, which is farmed using biodynamic principles and practices.



Winery Owners, National Sales and the vineyard team gather in 2022 to help harvest Pinot Noir from Bernau Estate Vineyard.

Winemaking

In 2023, the winery celebrates its 40th Anniversary since Founder and CEO Jim Bernau started Willamette Valley Vineyards. As Willamette continues to grow, so does its winemaking and vineyard team. The new wines they produce, location openings and educational experiences allow us to continue Willamette's rich winemaking legacy.

Led by Terry Culton, Director of Winemaking & Vineyards, Willamette could not make our award-winning, authentic Oregon wines without the work of those in the vineyards as well as in the cellar. The vineyard and production team produces the highest quality wines year after year. The winery continues to develop its deep portfolio that includes classic Oregon Pinot Noirs as well as sparkling wines made with estate-grown fruit and bold reds from the Rogue Valley AVA and the Walla Walla Valley AVA.





(Above, left to right) Willamette Valley Vineyards Vineyard Manager Efren Loeza, Founder and CEO Jim Bernau with fellow Oregon pioneer winemakers Bill Fuller of Tualatin Estate Vineyard and Betty O'Brien of Elton Vineyard in the cellar sampling Pinot Noir barrels.



Healthcare Services for Oregon's Vineyard Workers

Willamette Valley Vineyards is a supporter of iSalud! and their mission to provide access to healthcare services for Oregon's vineyard workers and their families. In 2013, we presented a founding gift to fund a Mobile Wellness Unit that travels into the vineyards and provide on-site care.

Photo: Leda Garside, RN, BSN, MBA & Jim Bernau.



“One of America’s
Great Pinot Noir Producers”



Independent and Wine Enthusiast Owned



WillametteValleyVineyards.com
8800 Enchanted Way SE · Turner, Oregon 97392 · 1-800-344-9463 · info@wvv.com
Jim Bernau, Founder/CEO