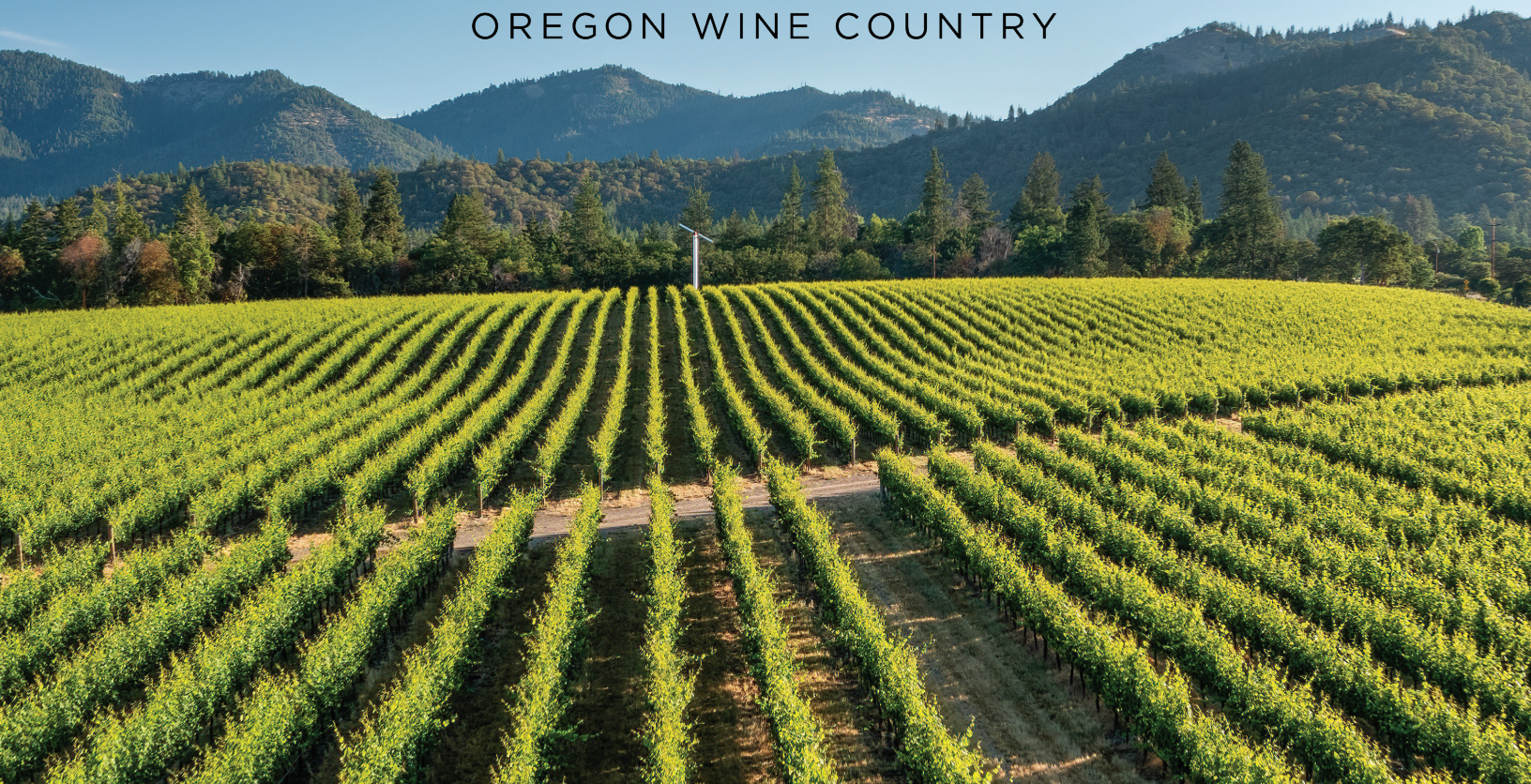




# APPLEGATE VALLEY

## OREGON WINE COUNTRY



## PRESS KIT

Recognized as wine country since the mid-1800's when renaissance man Peter Britt nurtured the first winegrapes, the Applegate's viticultural spirit has overcome many obstacles: Prohibition, skeptics, its far-flung location, and all of the challenges of farming. These days, a set of earthy entrepreneurs are carving out an identity with Applegate-inspired products and prescient farming techniques. Among them are the vintners who have long recognized the valley's potential and laid the groundwork to make it what it is today: premier winegrowing country.

Thanks to the enduring efforts of the early pioneers and the vision of our current winemakers, the Applegate Valley wine country is a thriving AVA with 18 wineries.





# CLIMATE & VARIETALS

## **Wine Diversity**

Few people know that 'The Galapagos of North America' lies just over the California border in Oregon. That's what the World Wildlife Fund dubbed the region surrounding our wine country. Here, in the Klamath-Siskiyou mountains, a mix of soils, growing conditions, and topographies have created a landscape so rich in biodiversity that it is unique in the world.

What does this have to do with wine? Everything.

The same puzzle of micro-climates that enchant botanists with Firecracker flowers, fritillaries and cobra lilies, also delights the wine lover with Syrah, Tannat, Mondeuse, Chardonnay and over 70 (you read that right—seventy) other varieties of wine.

Let's just call it 'Vino-diversity'

## **Varietal Selection**

It's impossible to sum up Applegate Wine Country with a tidy slogan. This rich, varied terrain doesn't favor a single, blockbuster wine identity. Fortunately, our wineries are small and nimble, and winegrowers are free to experiment and produce unique and superior wines that suit our mixed terroir—rather than chase the latest "hot market" trend.

One local vintner praises the Applegate as "A Winemaker's Playground."

Maybe we should call it "A Wine Taster's Playground," too!

## **Survival of the Finest**

We hope you'll enjoy all of the Applegate's abundant earthly pleasures. Take an upland savanna stroll, plunge into a fern-laced swimming hole, admire wild lilies and meander through the fragrant rows of a lavender farm. Then kick back at a winery for pours of classic red, white, and rosé wines, alongside varieties you may have never heard of—yet! A glass of the region's finest is the perfect coda to a visit that's sure to spark all your senses and keep you returning to 'the Galapagos'—of wine country!



## HISTORICAL TIMELINE

Oregon's wine history began just on the edge of the Applegate Valley when a Swiss immigrant named Peter Britt began experimenting with wine grape varieties. In 1866, a reporter from The Oregon Sentinel visited Britt's garden and wrote: "Mr. Britt has successfully demonstrated the problem that a first class quality of wine can be manufactured here."

This delightful "problem" of ideal grape growing conditions would vex and inspire generations of winemakers to come.

1870's

Peter Britt opens the first commercial winery in the state of Oregon. His Valley View Vineyard was located slightly east of the Applegate in Jacksonville (1873). Britt would experiment with grape varieties for decades. His 'Franc Pinot' may have been the first pinot noir planting in the state.

**1876** Alfred H. Carson plants table grapes in the Applegate Valley.

Early  
1900's

Joseph Ginnet makes wine from cuttings he brought from his home village of Savoie, France (a practice continued today by his great-grandson at Applegate Valley's Plaisance Ranch). He planted the grapes in "Sterlingville," which was the Applegate Valley.

**1916** Oregon Prohibition takes effect

**1933** National Prohibition repealed

1970's

**1978** Frank Wisnovsky arrives and begins planting vineyards. He opens the Applegate's first modern-era winery and gives it a Britt-inspired name: Valley View Winery.

**1972** Dick and Virginia Troon plant Zinfandel and Cabernet Sauvignon on Kubli Bench.

**1975** Roger Layne established Layne Vineyard

**1978** Ted and Mary Warrick establish Wooldridge Creek Vineyard.





## 1980's

A quiet time for winemaking in Applegate Valley—although not for the Wisnovsky family: Their Valley View Winery continues to operate as the only winery in the valley.

Dick Troon is growing grapes and selling them to winemakers outside the valley.

## 1990's

**1991** The Rogue Valley AVA is established. The Willamette Valley becomes increasingly famous for Pinot Noir, while Oregon's southern wine regions attempt to find their own signature grape.

**1993** Troon establishes a winery

**1995** Barnard Smith opens the Academy of Wine winery.

**1999** Geologist and Professor, Dr. Greg Jones, uses GIS-GP to map Rogue Valley vineyards, including The Applegate. His data on soil, weather, grape phenology and other variables of "terroir" inspire a more informed approach to vineyard planting. This body of work spares local winegrowers decades of trial-and-error.

## 2000's

**2000** The Applegate AVA is established in an effort led by Barnard Smith. There is a clear distinction between the southern wineries and 'Boys up North.' Southern Oregon winegrowers feel underrepresented by the State's wine board (OWAB).

Willamette Valley wineries buy more and more Rogue valley grapes in order to expand their tasting portfolios. A sense of partnership forms.

**2000** Dick Troon makes "Druid's Fluid" by accident (a stuck fermentation) and it becomes one of the best-known wines in southern Oregon

**2005** Troon's 2002 Reserve Zinfandel is declared "Best Zinfandel in the World" in Jerry B. Mead's New World International Wine Competition.

**2018** California winery, Copper Cane, cancels sales contracts with Rogue Valley winegrowers, alleging "smoke taint" after The Taylor Creek Fire. Willamette Valley vintners acquire the contracts and produce "Oregon Solidarity" wine. Proceeds from the sales are used to help southern winegrowers weather the difficult season.

**2022** The Applegate Valley has over 18 tasting rooms in close proximity. Wine Enthusiast Magazine nominates Troon Vineyard as "American Winery of the Year."





# BIOREGION

It's impossible to tell the story of Applegate Valley Wine Country without telling the story of the surrounding bioregion. Our valley is located within the confluence of three mountain ranges: the Cascades, Klamath and Siskiyou Mountains. This creates a set of microclimates so diverse that the World Wildlife Fund dubbed the region "The Galapagos of North America." Ecologists delight in the many species of unique flora and fauna that populate our area.

This climatic diversity has implications for wine country, too, enabling our vintners to produce over 70 different types of wine. This demands a high level of acumen from the winegrowers, who must carefully match site and vine to produce quality products.

Applegate Valley Wine Country isn't simply "Pinot Country," or "Cabernet Country," but something decidedly more interesting.

"Our wines have something to say," says Craig Camp, general manager at Troon Vineyards.

## WINES

Vintners are drawn to the Applegate for its ideal growing conditions and for the freedom to explore new grape varieties and winegrowing techniques. Accessible land prices ease the pressure to produce market-driven wines. This leaves room for creativity.

With so many varieties on offer, Applegate Valley wine defies easy summation. You'll find familiar pours such as Tempranillo, Merlot, Cabernet Franc, Cabernet Sauvignon, Syrah, Viognier, Chardonnay, and Zinfandel. You're also bound to meet some new varieties: Tannat, Vermentino, Orange Muscat, and Mourvèdre among them.

The region is sometimes described as 'Bordeaux-like' with its Merlot and Cab Franc. Winemaker, Herb Quady, of Quady North winery, describes his wines as "Pan-Rhôneish."

## THE NAME

It's curious that our valley become known as 'The Applegate'. For one, Lindsay and Jesse Applegate technically never set foot in our watershed when they foraged a southern route through Oregon in the mid-1800s; The brothers were actually in the nearby Bear Creek Valley. Second, the brothers' arrival to the area was predated by the Dakubetede, Shasta, and Takelma groups by 11,000 years or so. Nevertheless, the Applegate name stuck and it's just as well. It has an appropriately bucolic ring to it, implying fruitfulness and welcome—and two traits that well-capture the spirit of our wine country.





# CLIMATE & SUSTAINABILITY

## CLIMATE

The Applegate Valley is classified as a Mediterranean climate according to the Köppen Climate Classification System. The Valley (and southwest Oregon in general) is unique in that it retains a quintessential Oregon green landscape, but with nearly half the precipitation of Eugene or Portland.

The Applegate Valley holds the middle ground between the hotter drier Bear Creek just to the east and the cooler wetter Illinois Valley toward the coast.

Summer temperatures soar into the 100s, but are relieved by cool nighttime temps. This “diurnal swing” is one of the key features that make this superlative wine country. Grapes ripen fully in the heat; acidity is preserved through the cool nights.

**Elevation:** 1,000-2,000 feet above sea level

## SUSTAINABILITY

A love of the land inspires many Applegate Valley winegrowers to embrace easy-on-the-land growing methods. Some have reached beyond organic to explore biodynamic and even regenerative farming techniques.

Regenerative farming calls on the winegrowers to address the entire vineyard system, with attention to employee fairness, water management, soil improvement and animal care. Our Troon Vineyard is one of two wineries worldwide to receive Regenerative Organic Certification.

**AVA (American Viticultural Area):** The Applegate Valley gained its own appellation status in 2000. It is a sub-AVA of the Rogue Valley, which is contained within the larger southern Oregon AVA.





## FACT & FIGURES

**Total Geographic Area:** The **278,190-acre Applegate Valley** stretches 50 miles north from the California border to the Rogue River in Grants Pass. The Valley follows the Applegate River in a roughly southeast to northwest direction. Highway 238 is the main thoroughfare.

The Pacific Ocean is just 45-miles to the west. Although some cooler breezes reach the valley via the Rogue River, the Siskiyou Mountains largely shield the valley from coastal influence.

The Applegate Valley is spread across two states, Oregon and California, and three counties: Jackson, Josephine and Siskiyou county.

The narrow and curving valley creates a natural barrier to large scale grape production. This maintains boutique-sized operations. Soils include river deposits, clay, loam, silt and granitic.

### Major Cities and Populations

Grants Pass: 39,364

Medford: 86,367

Ashland: 21,607

**750**

**Vineyard Acres Planted**

**18**

**Wineries**

**25.2**

**Inches of Annual Rainfall**

**278,190**

**Acres**





# EVENTS & ACTIVITIES

## Annual Events

**Uncorked Barrel Tour** - held in May and November. Features all 18 wineries and is a wine and food pairing event.

## Popular Summer Events

Rock the River at Red Lily  
Sundays on the Lawn at Valley View  
Applegate Evening Market

Friday night music at Schmidt  
Wine Down at Plaisance

## Other Activities

The Applegate Valley is a popular hiking area with the East Applegate Ridge Trail (or “East ART”) being the top-pick in the region. This 5-mile trail section is one piece of the emerging “Jack-Ash” trails system being developed to connect Jacksonville to Ashland. Other popular trails include the Collings Mountain Trail, the Enchanted Forest Trails and the wheel chair-accessible trails at Pacifica Gardens.

Although there are many “secret” swimming holes along the Applegate River, the easiest river access is at Cantrall-Buckley Park. This park is well-suited for riverside picnics and has a playground, sculpture garden and short hiking trails.

McKee Bridge is also an easily-accessible swimming spot and features a 1917 covered bridge that is the longest—and highest—above the water in Oregon.

Applegate Reservoir is also a popular swimming spot. The lake is also popular for fishing, boating and stand-up paddle boarding. Surrounded by an 18-mile trail, the lake is also popular with mountain bikers.

Further afield is Acorn Woman Lake. This natural lake offers a pristine nature experience and features walk-in only campsites.

Animal lovers can enjoy horseback riding with Applegate Trail Rides. For those that prefer to look at animals (as opposed to ride them) a visit to Sanctuary One offers an uplifting glimpse of rescued animals.



# STORY IDEAS

## SEASONAL UPDATES AND STORY IDEAS

Troon Vineyards is nominated as “American Winery of the Year” by Wine Enthusiast Magazine.

The Rogue Valley is nominated as one of the “Top Five Wine Regions in the World” by Wine Enthusiast Magazine.

Quady North’s 2018 Syrah wins Best of Show at The Oregon Wine Experience.

## STORY IDEAS

**Sunny Sips:** These five Applegate Valley wineries get abundant sun—even in the winter.

**Galapagos of Wine Country:** The Applegate wine country sits in one of the most biodiverse landscapes in North America. This has big implications for wine country.

**Eight wines** you’ve never heard of: Tannat, Orange Wine ...

**Delicious Detour:** A paradise of local grown food and wine lies just minutes off the I-5.

**A New Way to Dine Out:** Oregon’s rural land use laws make it hard to open restaurants in the Applegate Valley, but winegrowers have found a workaround. Meet the Supper Club.

**Applegate Valley Made:** How does a region find an identity when it straddles two states and three counties?

**Regenerative Farming:** This winegrowing method isn’t merely easy-on-the-land. It actually improves it. Visit Troon winery to learn all about it.

**Overnighting in the Applegate Valley:** Want to stay put in the valley after a day of wine tasting? Consider these five lodging options.

**Flights of wine:** The hot days and cool nights that make the Applegate a great wine region, also make it one of the premier free-flight destinations in the country. Take a tandem flight and land at a winery.





## 18 REASONS

A historic big red barn with upscale country appointments, award winning wines and a one-of-a-kind “wine mine” are a few of the amenities at the picturesque **Augustino Estate**.

A personal touch defines the winegrowing at **Cascadia Vineyard and Winery**: Vines are hand-weeded, grapes hand-harvested and bottles of their unfiltered wine are hand-labeled.

At warm and welcoming **Devitt Winery** you’ll find award-winning wines characterized by small-lot single varietals and blends.

In a too-fast world, **Dwell’s** riverside vineyard encourages lingering over an array of southern-Oregon style Pinots—Gris, Noir, and Rosé of Pinot.

Served in a fun, relaxed atmosphere **LongSword Vineyard’s** small-batch wines are as unique and complex as they are enjoyable and approachable.

Hand-crafted and bottle fermented sparkling wines, several still wines, and an art glass gallery are among the treasures at **John Michael Champagne Cellars**.

A working ranch since 1858, **Plaisance Ranch** is run by third-generation wine grape growers and ranchers who offer outstanding estate varietals and organic grass-fed beef as well as fantastic “Wine-Down” events.

**Quady North** sports a great view, a collection of wines described as “Pan-Rhone” and a display of jarred soil types that speak to owner Herb Quady’s steadfast belief in Applegate dirt.

True Spanish oenophiles, the owners of **Red Lily Vineyards** are dedicated to producing premium terroir-driven Tempranillo in a beautiful river-front setting.

Warm hospitality partnered with rich red wine are the focus of **Rosella’s Vineyard**, an authentic small family business.

At **Schmidt Family Vineyard**, small case lots of high-quality, predominantly estate-grown wines are complemented by beautiful garden grounds and wood-fire pizzas

Established in 2010, **Schultz Wines** offers their native yeast wines in the beautiful pastoral setting of the Slagle Creek watershed.

Home to the area’s earliest Zinfandel vines, planted in 1972, **Troon Vineyard** produces vineyard driven natural wines and have now converted to biodynamic farming.

Two become one at **Two Rivers Winery** where rivers merge and the vineyard straddles two different AVAs: the Rogue and the Applegate.

Founded in 1972 as the Applegate Valley’s first winery, **Valley View Winery** produces the iconic Rogue Red blend and the premium quality Anna Maria label.

**Walport Family Cellars** produces award-winning wines, delicious charcuterie plates and has a cabin-in-the-woods rental that is an ideal home-base for exploring Applegate wine country.

Making handcrafted, artisanal wines from organically grown and wildcrafted flowers, fruits and berries is **Wild Wines’** specialty.

Sustainably-grown and produced wines expressing true vineyard and varietal character are the emphasis at **Wooldridge Creek**.