



# ADELSHEIM VINEYARD

An Introduction to our Place,  
our Industry, our Company,  
and our Wines



# Where is Adelsheim Vineyard?



We are in Oregon on the West Coast of the United States.



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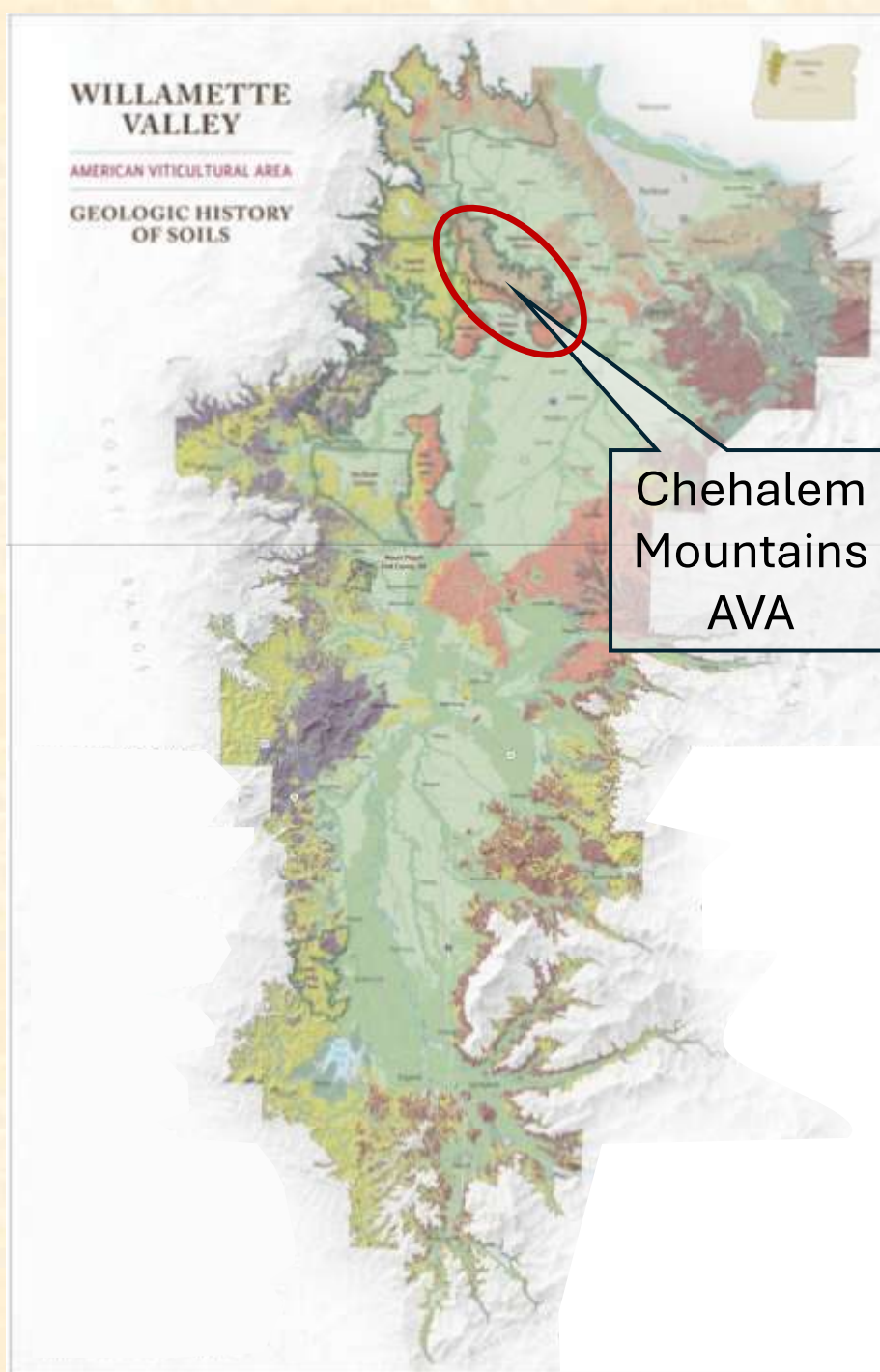
Within Oregon, we are in the Willamette Valley, the first, largest, and most densely planted American Viticultural Area (AVA) in the state.





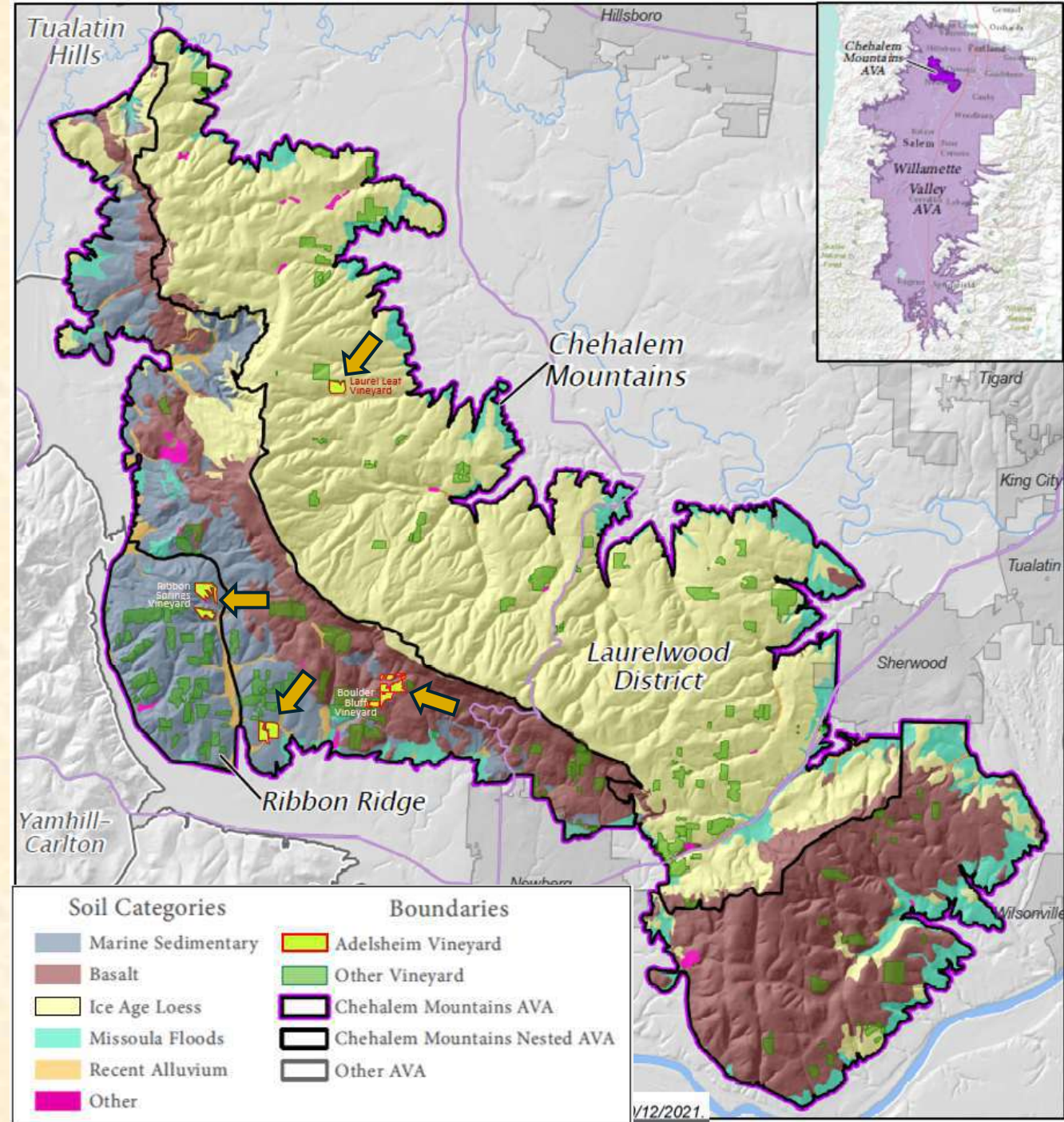
# Where is Adelsheim Vineyard?

Adelsheim Vineyard now is focused on just the Chehalem Mountains, a nested AVA in the north of the much larger Willamette Valley AVA.



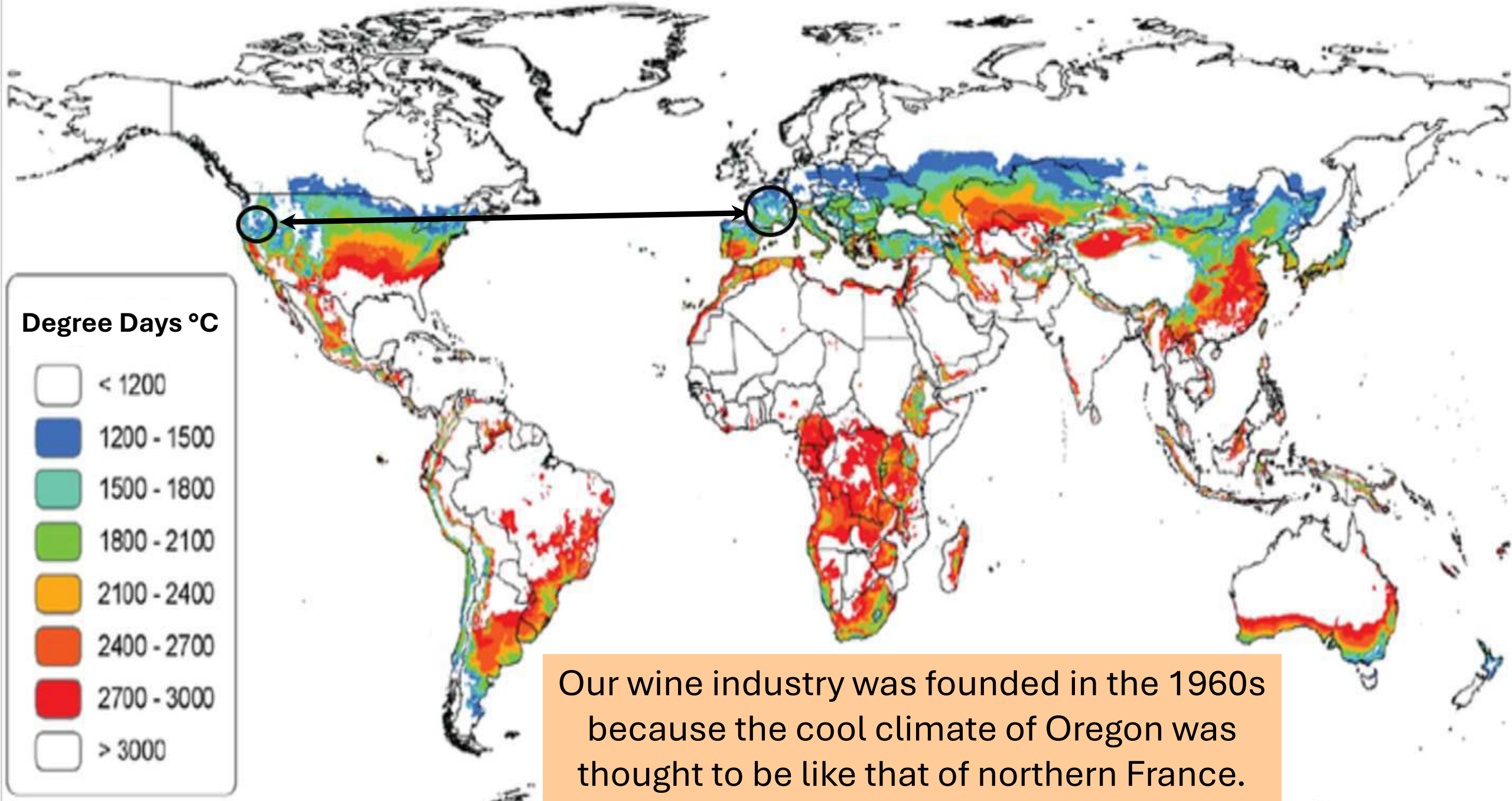
# Where is Adelsheim Vineyard?

Adelsheim has eight vineyards and a winery in four areas of the Chehalem Mountains.



Chehalem Mountains  
American Viticultural Area  
Soil Categories

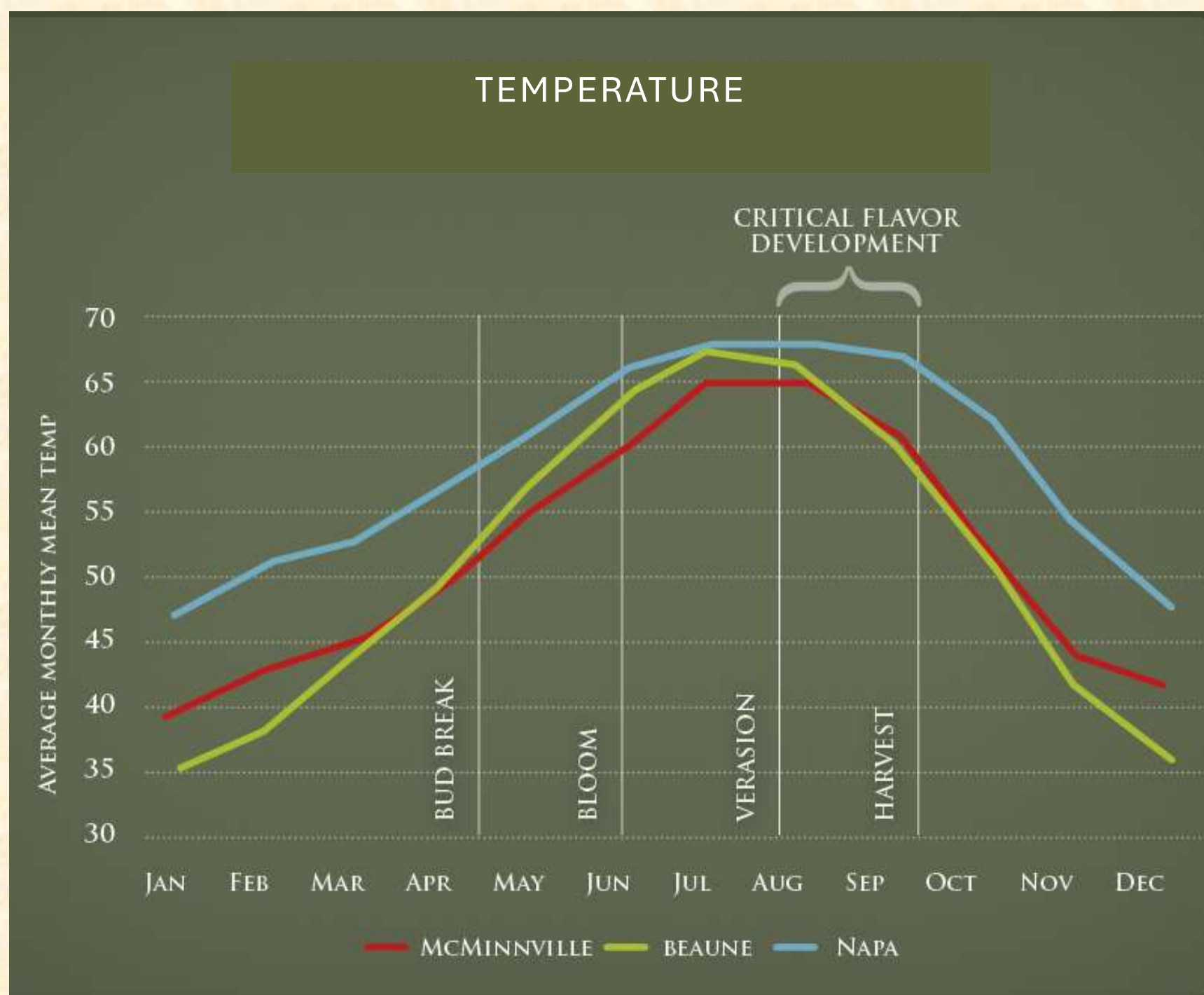




Our wine industry was founded in the 1960s because the cool climate of Oregon was thought to be like that of northern France.

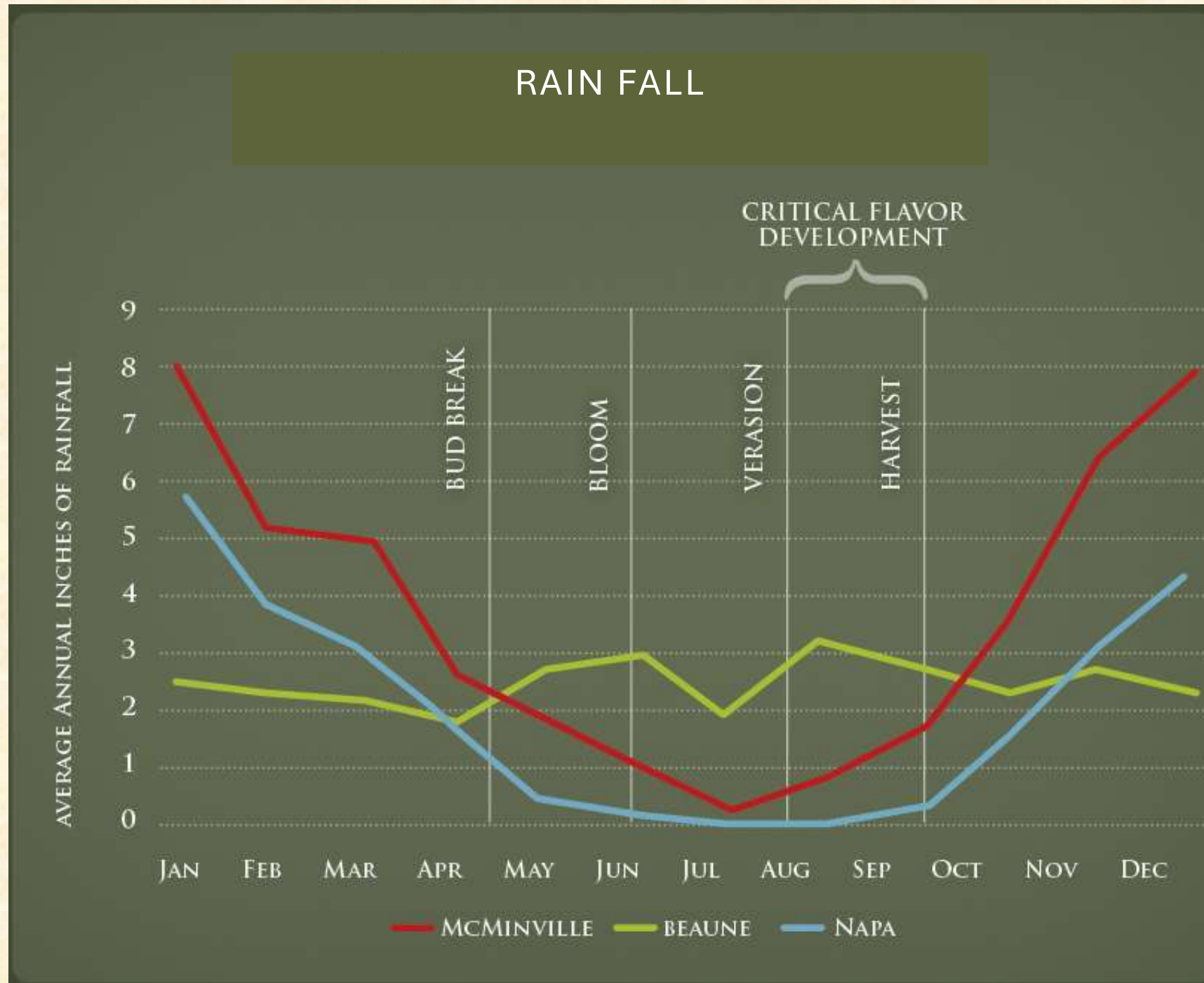
## Our Climate

The **Willamette Valley** has cooler temperatures than **Napa Valley** every month. It has cooler temperatures than **Burgundy** April-August, but warmer temperatures September-March.



## Our Climate

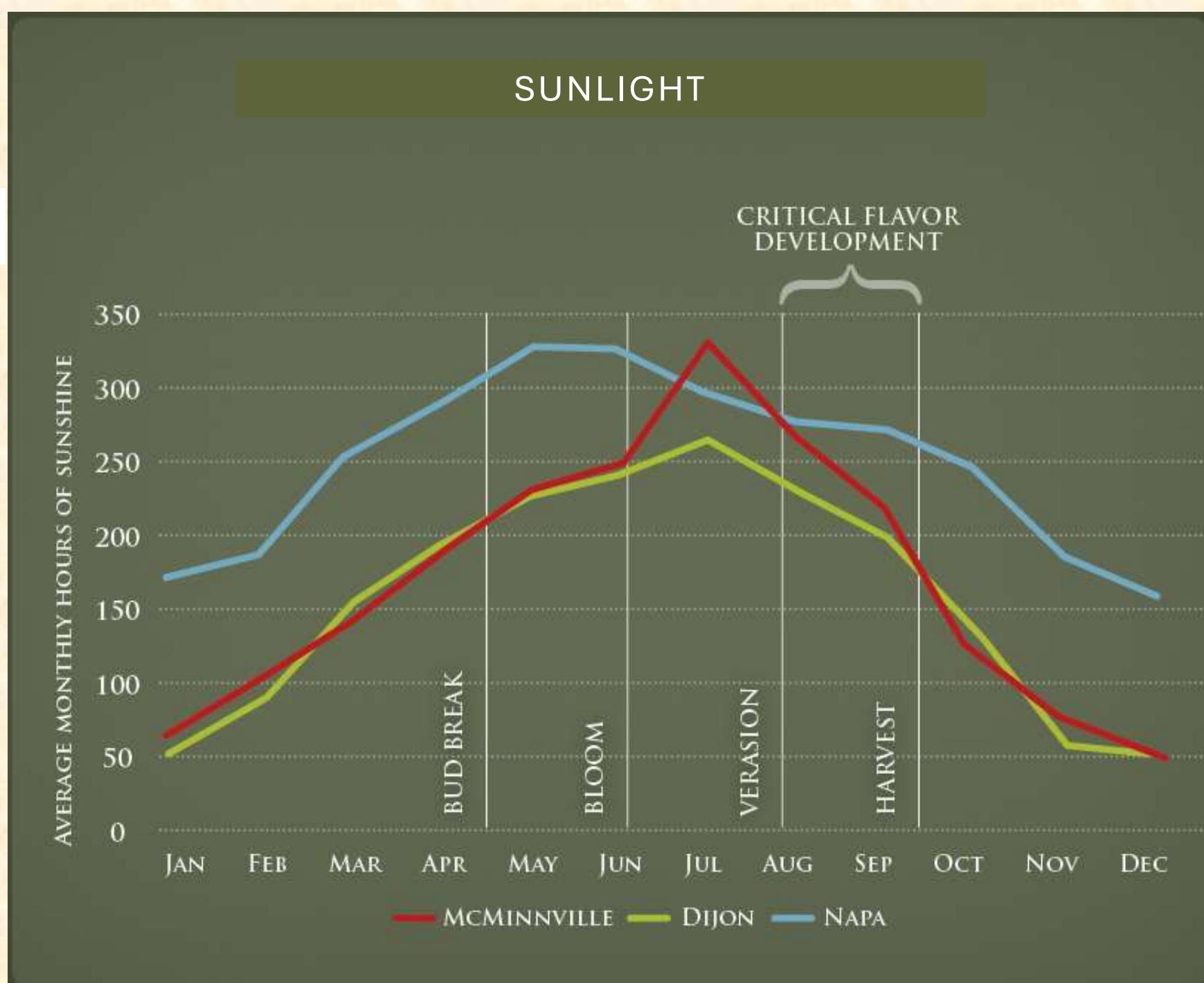
The **Willamette Valley** has much more rain than **Napa Valley** – 1000mm per year. But it's all in the winter. **Burgundy** also has less rain, but it has summer rainfall, a critical difference.





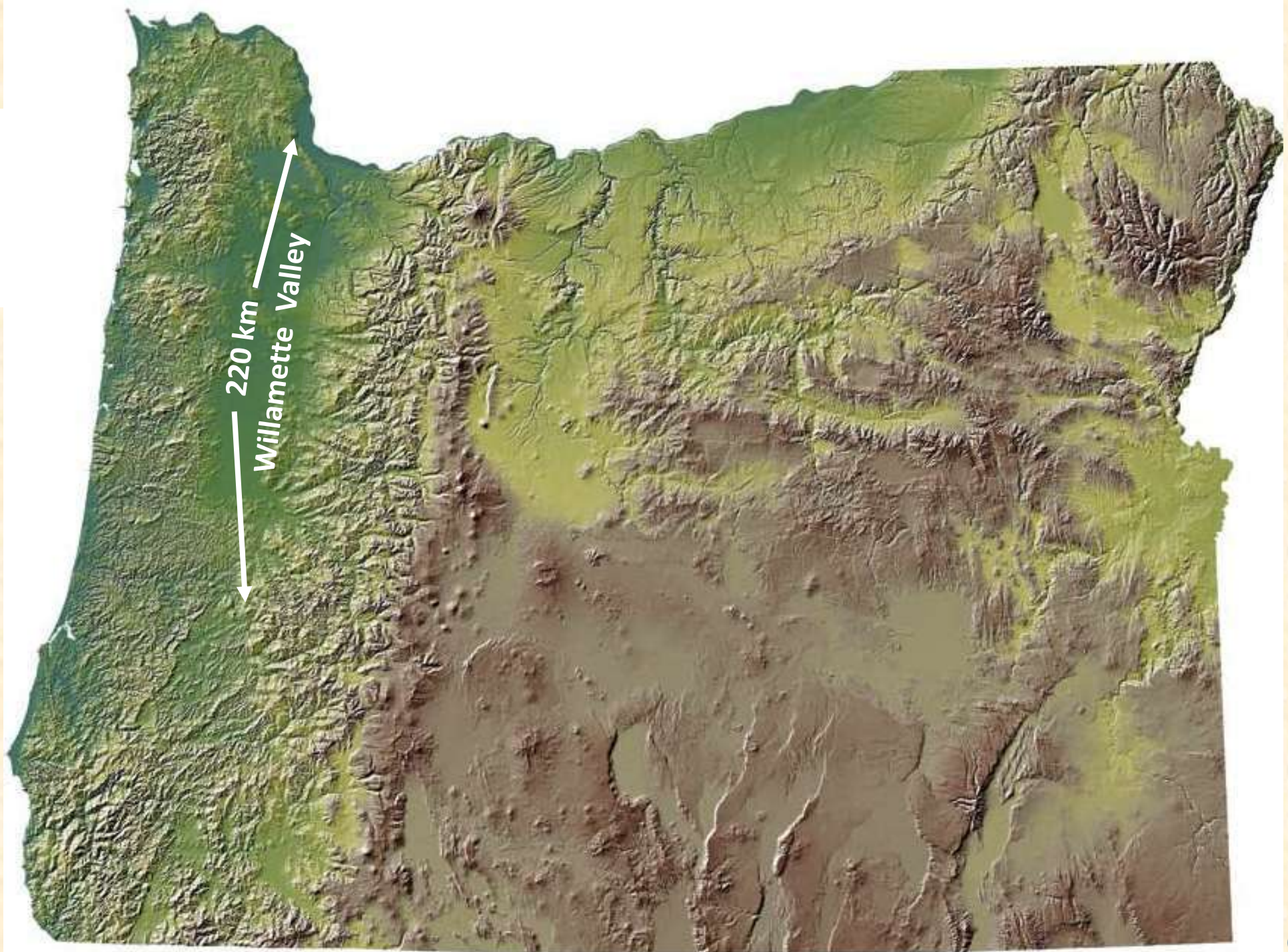
## Our Climate

The **Willamette Valley** is at 45°N latitude and **Burgundy** is further north at 48°. So, Burgundy has longer days in the summer. In spite of this, the Willamette Valley has more sun in the summer since there is no rain or clouds. **Napa Valley** at 38° has shorter days in the summer as well as some fog.





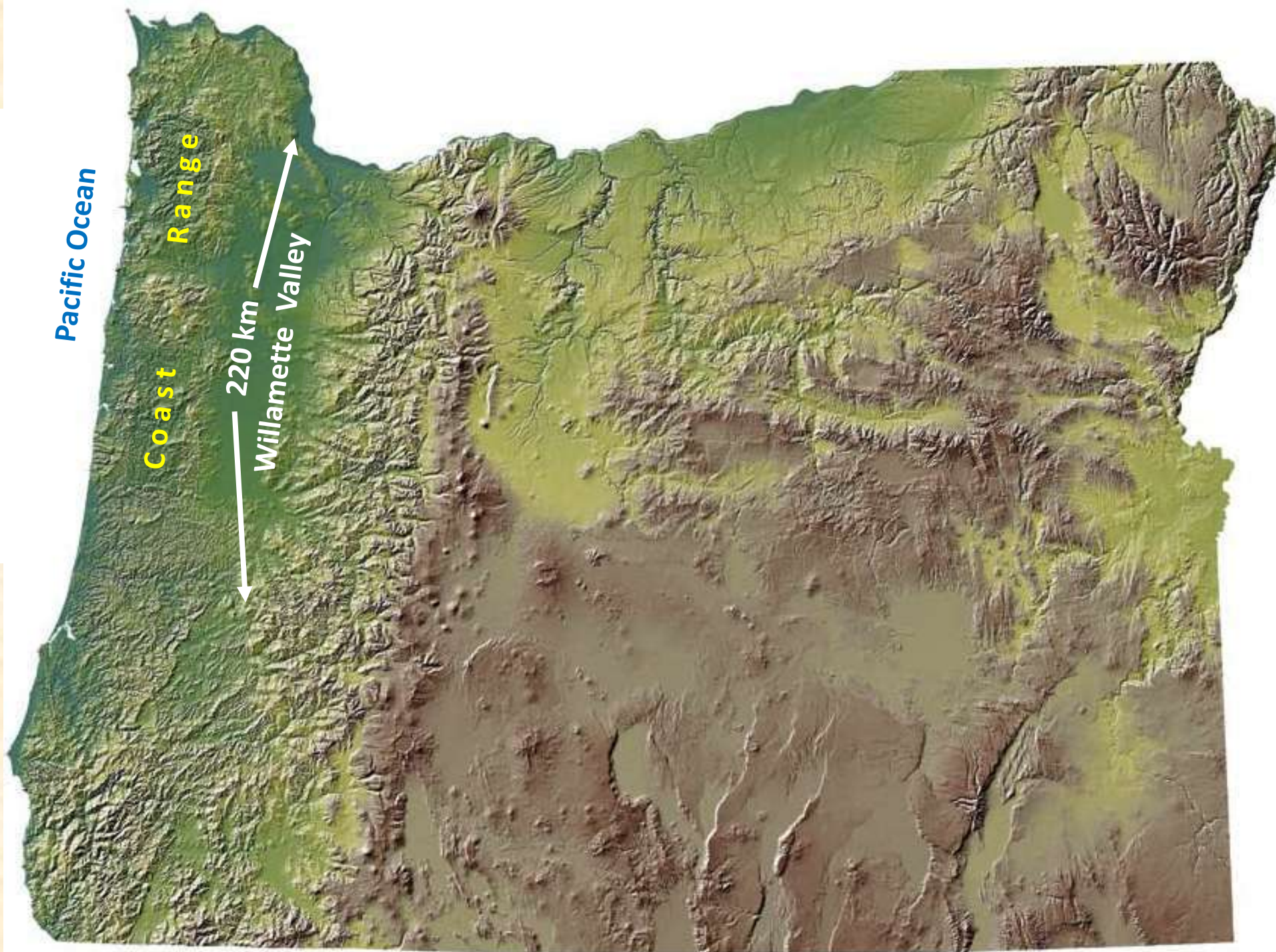
The Willamette Valley is a huge viticultural area – 220 km north to south.





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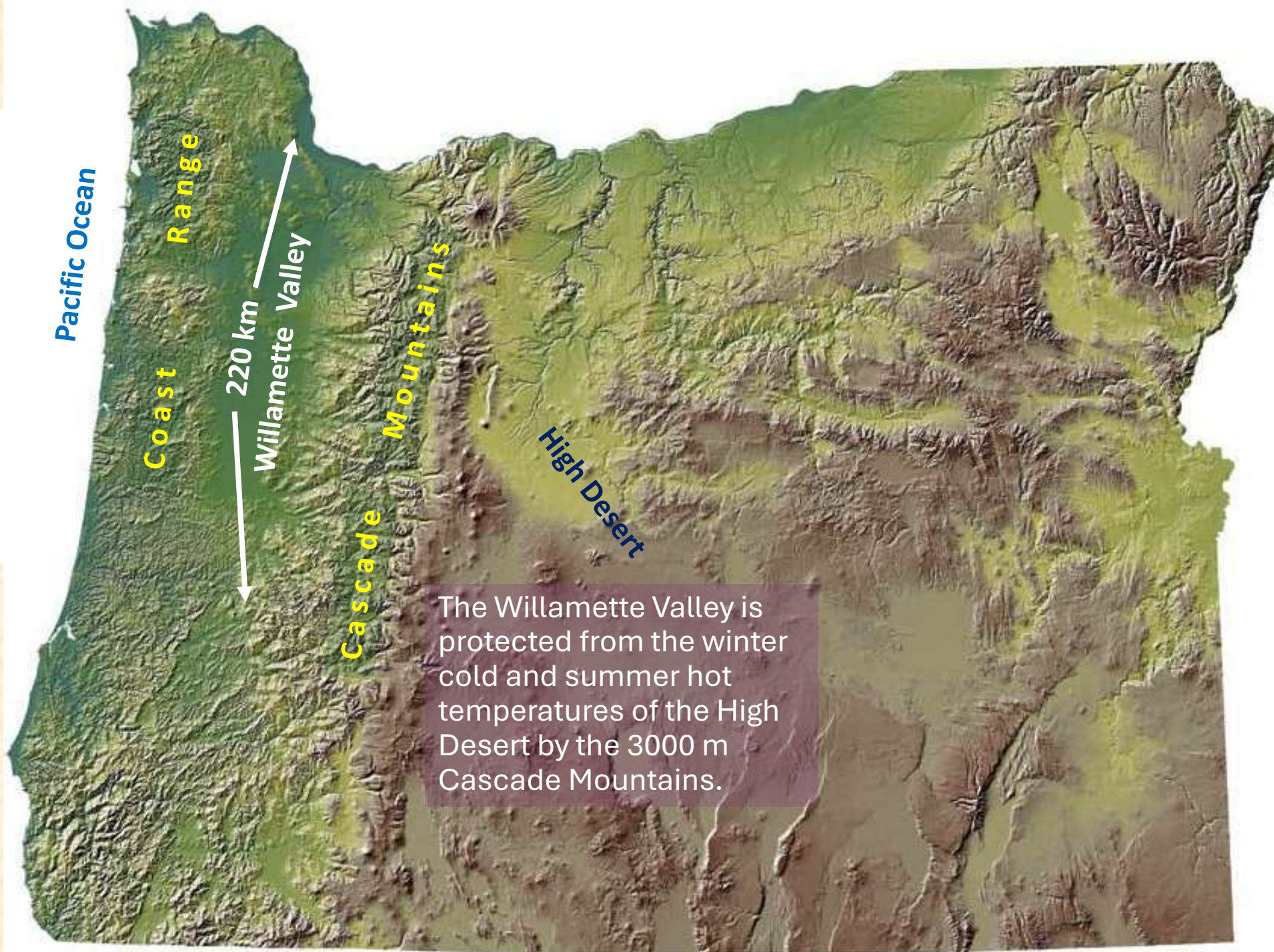
It is protected from the cool temperatures and rainfall of the Pacific Ocean by the 600 m-high Coast Range.





The Willamette Valley is a huge viticultural area – 220 km north to south.

It is protected from the cool temperatures and rainfall of the Pacific Ocean by the 600 m-high Coast Range.



The Willamette Valley is protected from the winter cold and summer hot temperatures of the High Desert by the 3000 m Cascade Mountains.



The modern wine industry of the Willamette Valley was founded in 1965/1966, when David Lett and Chuck Coury first planted cuttings in a nursery, then planted the rooted vines. They had been at the University of California at Davis together.

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Chuck Coury (1931-2004) provided climate research that pointed to the Willamette Valley. He wanted to see a great wine industry created through research and collaboration.



The two founders became 10 families in less than eight years. The task they faced was the creation of a wine industry out of thin air.





# Oregon Winegrape Grower's Guide



Prepared by the Viticulture Committee of the Winegrower's Council of Oregon • August 1978

There was nothing in English that detailed how to grow winegrapes in a cool climate.

So, in 1978, we wrote our own book.



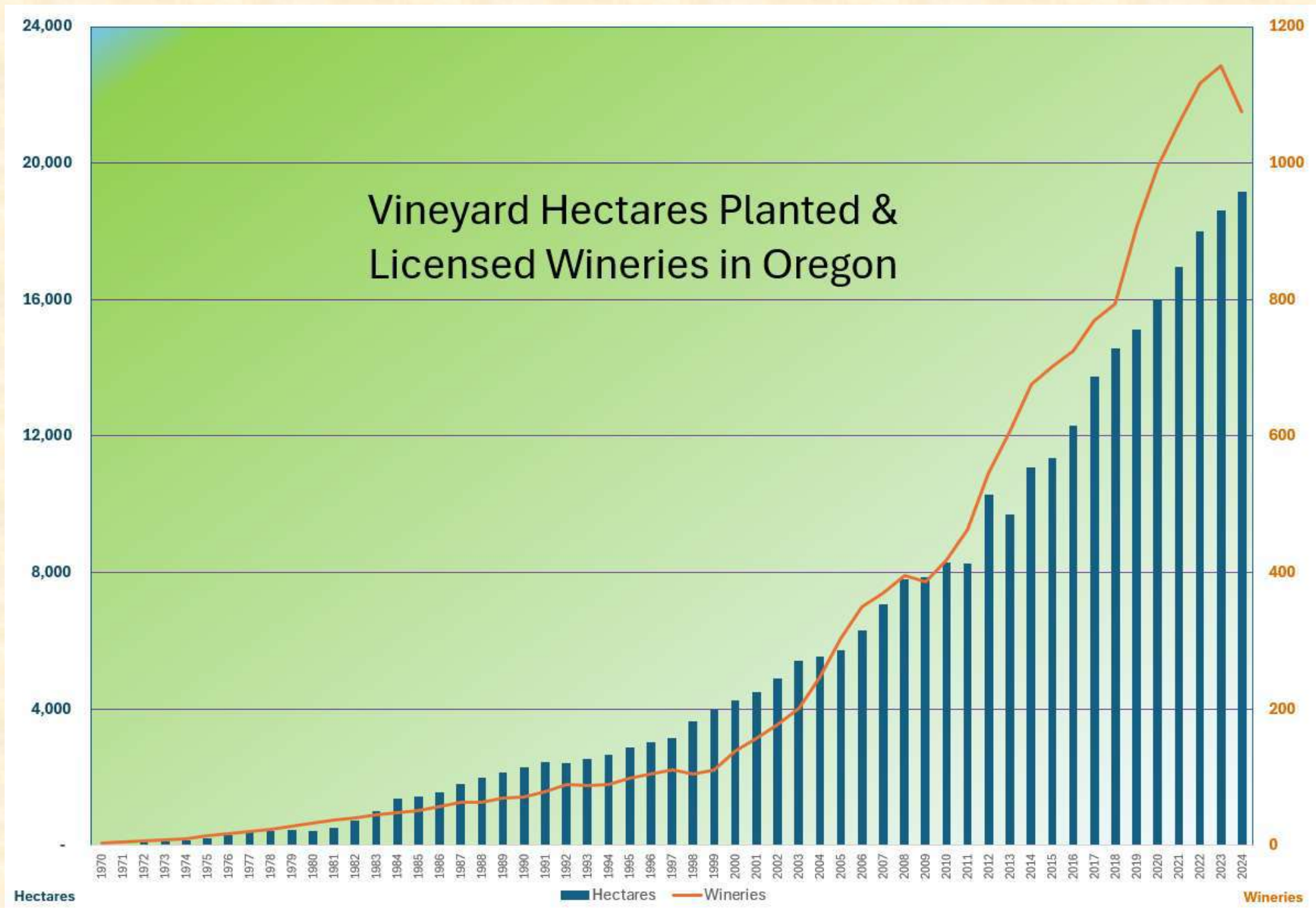
We needed to focus on improving the quality of our wines.

One important step was the creation of the Steamboat Conference in 1979. Over three days every July, at an isolated fishing lodge, the winemakers blind tasted each others' Pinot noir wines and ruthlessly discussed how each could be improved.

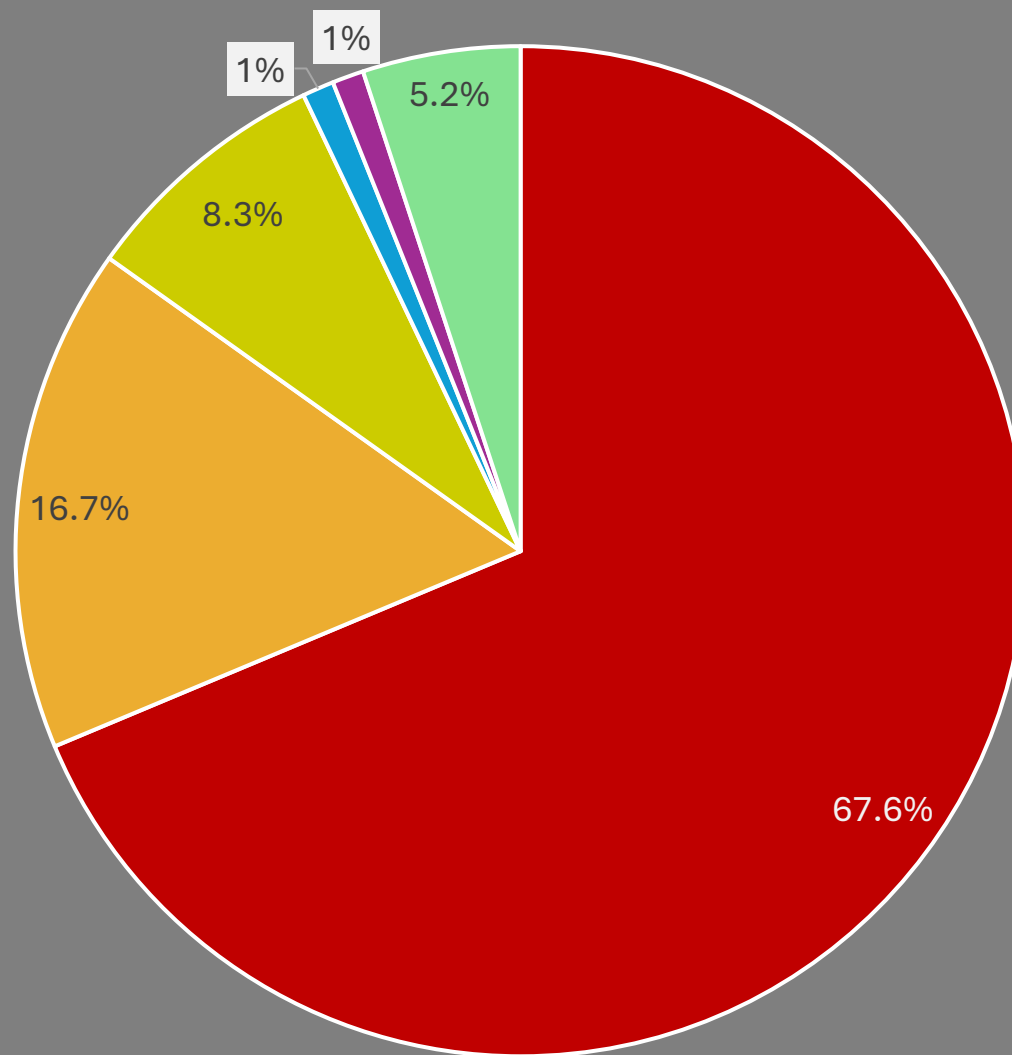




Since the beginning, both the land planted to grapes and the number of wineries has grown at an increasing rapid rate.



Grape Varieties Planted in the Willamette Valley, 2024



■ Pinot noir ■ Pinot gris ■ Chardonnay ■ Syrah ■ Riesling ■ Other

In the U.S., there is no governmental regulation of what varieties may be planted. What is planted must be what can be sold as wine.

Pinot noir, Pinot gris and Chardonnay make up 93% of plantings. That makes our wine industry unusually focused for the New World.



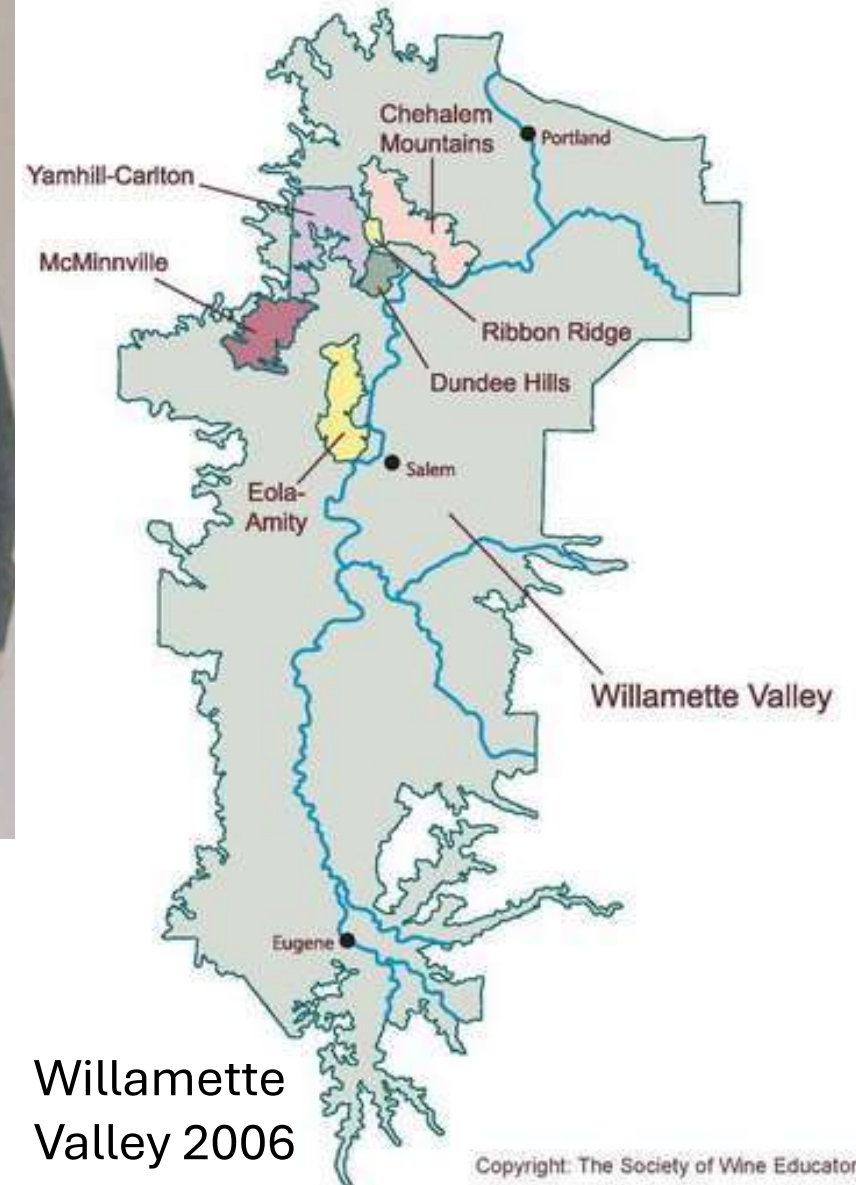
The Willamette Valley American Viticultural Area (AVA) was approved in 1983.



Willamette Valley 1983



## Willamette Valley AVAs

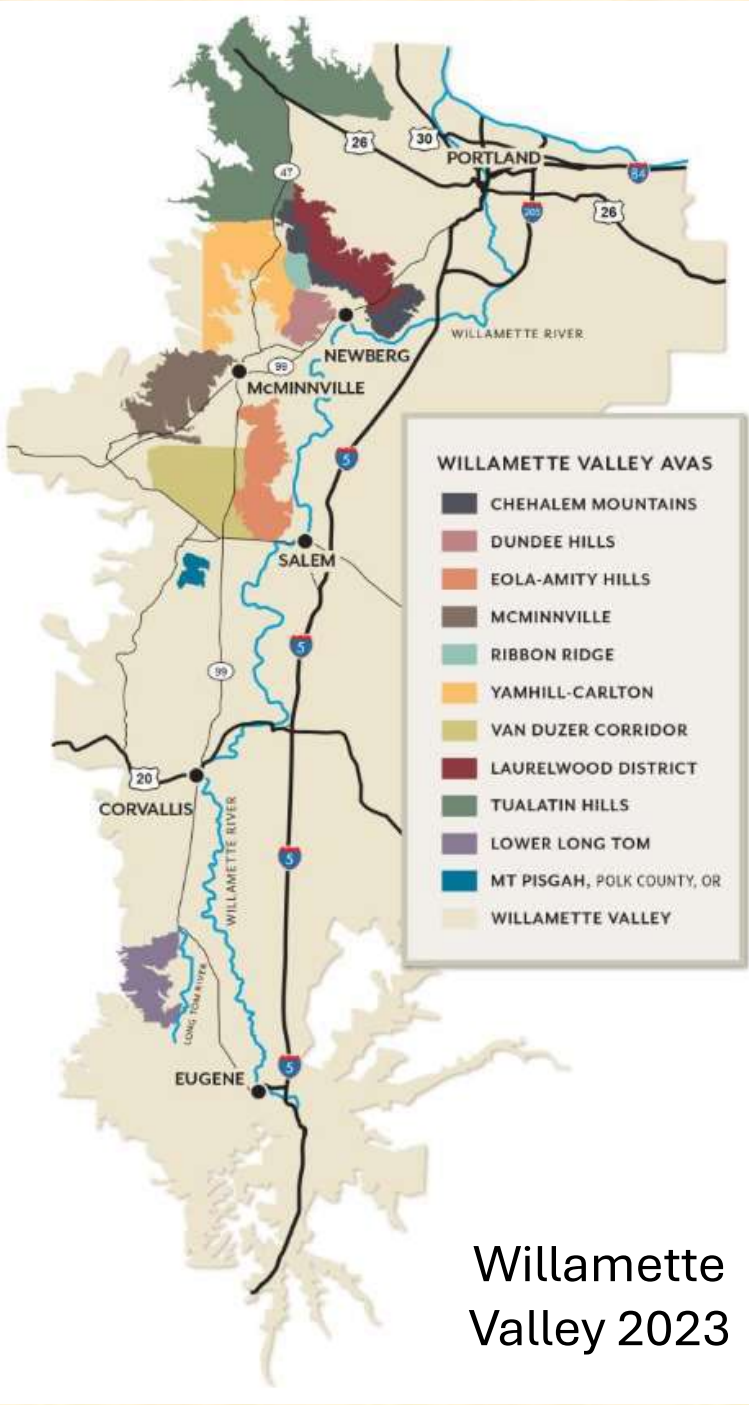


Willamette  
Valley 2006

From 2000 to 2002, this group wrote AVA petitions for the six most densely planted areas in the Willamette Valley.



Today there are 11 nested-AVAs within the original Willamette Valley AVA.







Adelsheim  
Vineyard was  
founded by Ginny  
& David  
Adelsheim when  
they purchased 8  
hectares of land in  
1971.

1971





They started planting vines on that property in 1972.



They had a modest  
harvest for home  
wine in 1976.



1976



They had their first  
commercial vintage  
in 1978.





David & Ginny  
owned the  
winery by  
themselves  
from 1971  
until 1994.

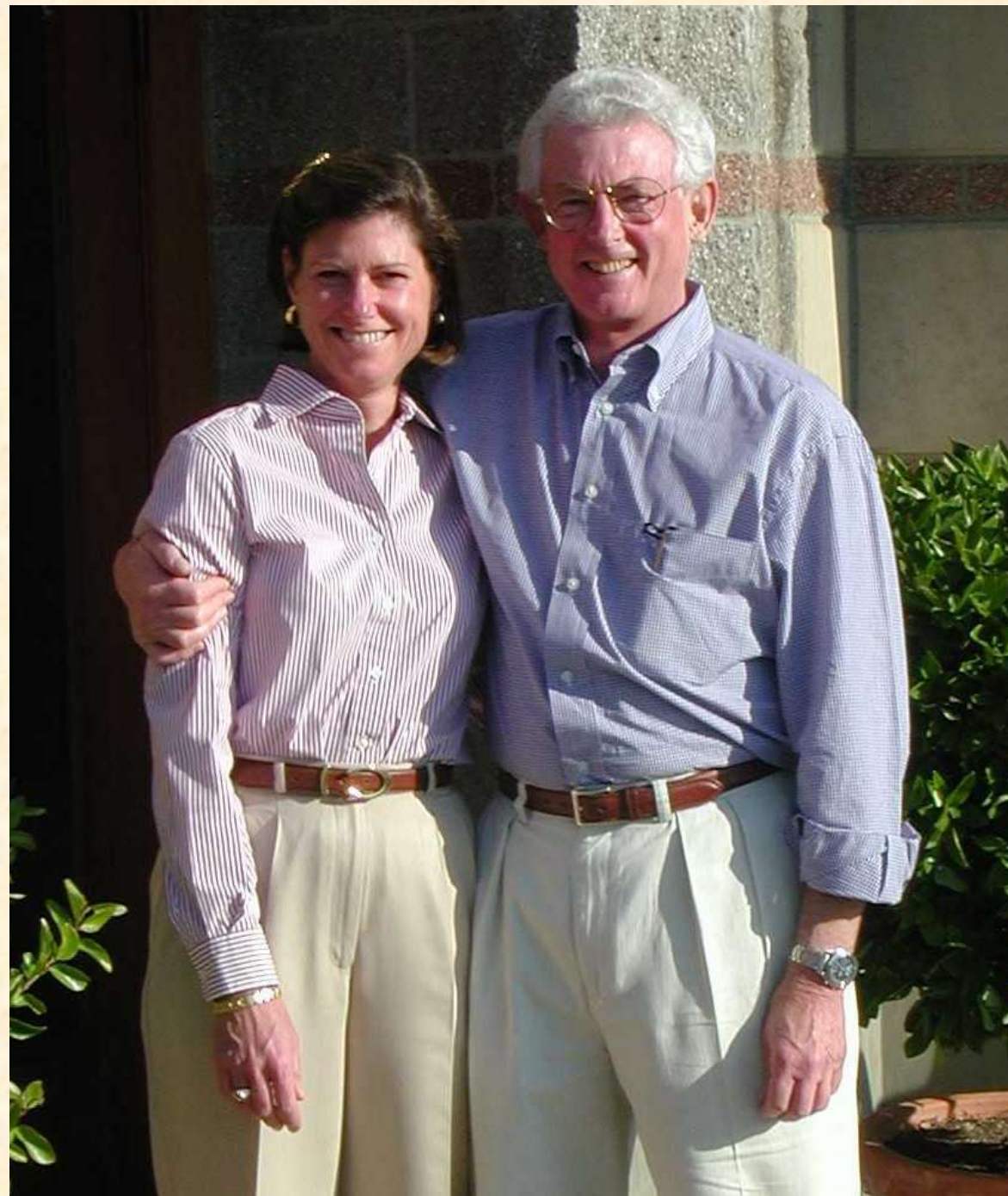


Lynn & Jack  
Loacker joined  
as partners for  
the years 1994  
to 2017.





When the Adelsheims' daughter decided not to enter the business, the Loackers bought out the Adelsheims. They owned the company together from 2017 to 2020.





Lynn Loacker  
has been the  
sole owner since  
her husband  
died just before  
COVID in 2020.





Rob Alstrin  
CEO & President  
(since 2020)



Gina Hennen  
Winemaker  
(since 2018)  
On the team since 2011



Ariel Daly  
Vineyard Manager  
(since 2023)

The  
Leadership  
Team at  
Adelsheim  
today

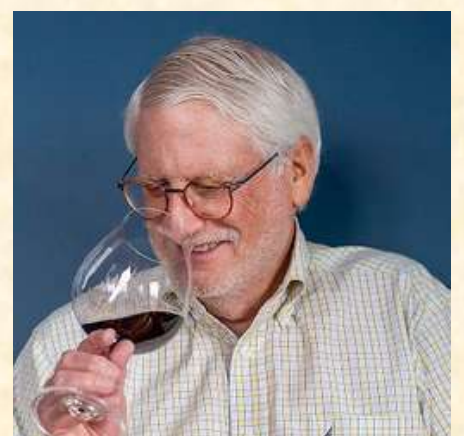
John Kimball  
Director of Wholesale  
Operations  
(since 2021)



Michael Kelly Brown  
Director of Marketing &  
Consumer Sales  
(since 2025)



David Adelsheim  
Founder  
(since the beginning)



# Typical Annual Wine Production

## Typical Production:

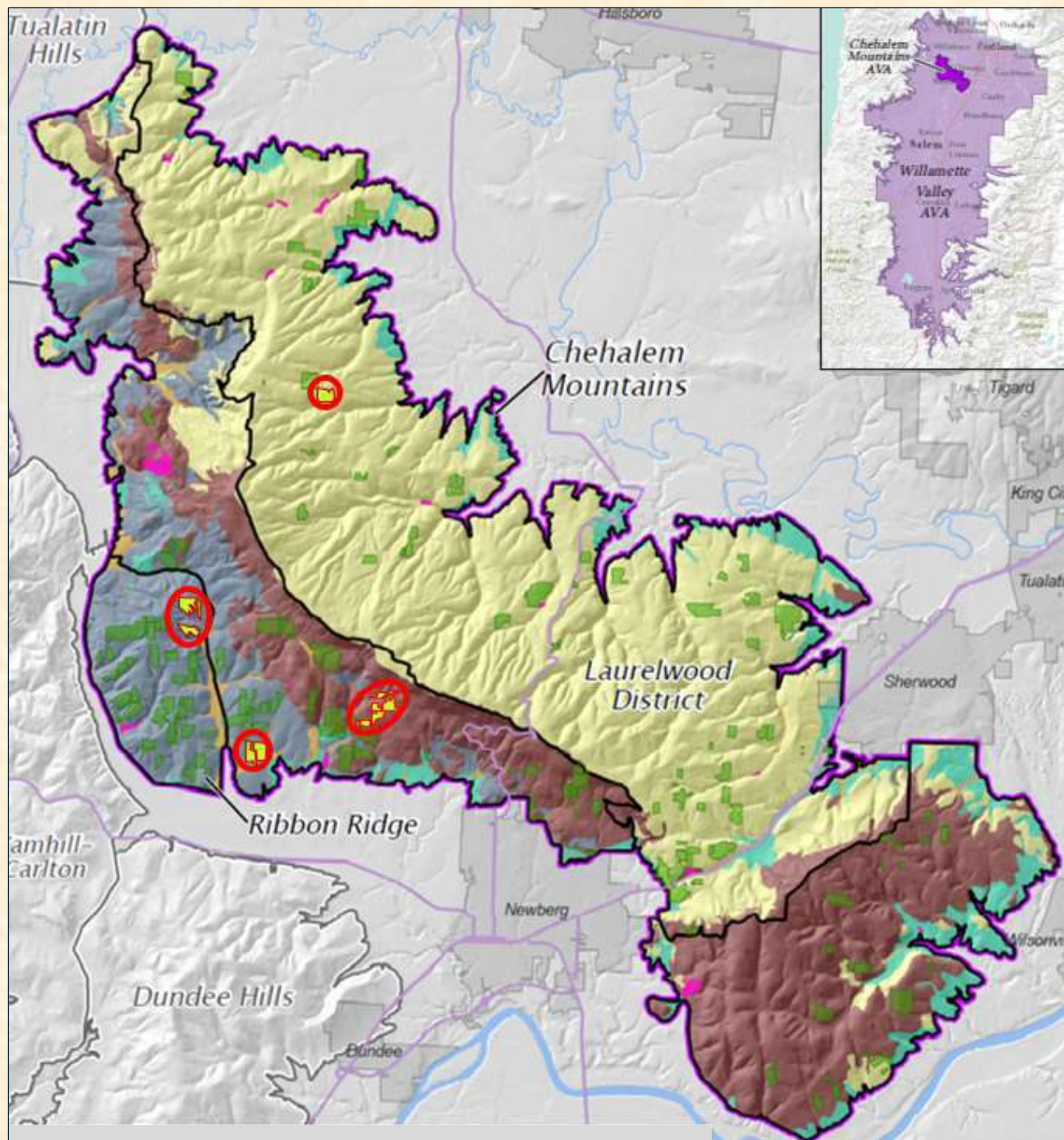
9L Cases	Bottles	%
35,000	420,000	100.0%

<i>Willamette Valley tier:</i>	Pinot noir	17,300	207,600	49.4%	Sales focus -- monopoly retail and supermarket sales
	Chardonnay	3,500	42,000	10.0%	
	Rosé	1,200	14,400	3.4%	
<i>Chehalem Mountains tier:</i>	Pinot noir	5,000	60,000	14.3%	Sales focus -- fine wine retail (off-trade) and HORECA
	Chardonnay	2,500	30,000	7.1%	
<i>Single Vineyard tier:</i>	Eight Pinot noir wines	3,600	43,200	10.3%	Sales focus – world-class restaurants
	Two Chardonnay wines	600	7,200	1.7%	
<i>Other wines:</i>	Four Sparkling wines	900	10,800	2.6%	Direct to Consumer
	Syrah	150	1,800	0.4%	
	Pinot blanc	250	3,000	0.7%	



## Typical Annual & Sales

Typical Annual Sales	9L Cases 35,000	Bottles 420,000	% 100.0%
<i>Export</i>	1,500	18,000	4.3%
<i>USA Direct to Consumer</i>	4,500	54,000	12.9%
<i>USA Distribution</i>	29,000	348,000	82.9%



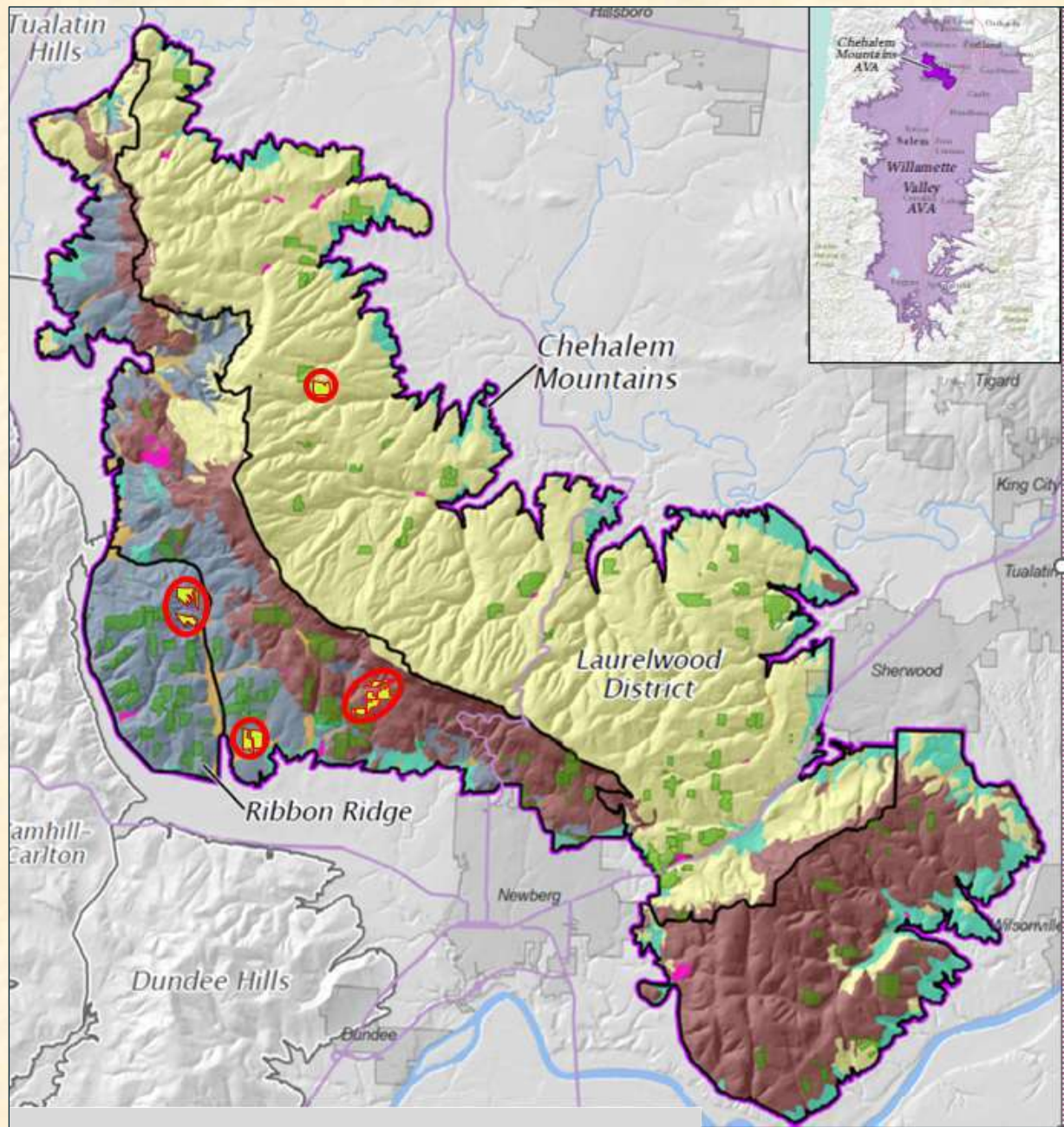
## Our Vineyards

Adelsheim has eight estate vineyards, all in the Chehalem Mountains AVA (including its two nested AVAs, Ribbon Ridge and the Laurelwood District.)

These vineyards are in four different neighborhoods of the Chehalem Mountains.

A total of 70 hectares are planted. Pinot noir is 76%, Chardonnay is 22%.



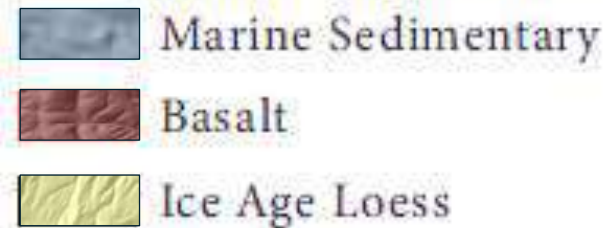


## Our Vineyards

We have the privilege - and challenge - of growing our grapes in the Chehalem Mountains, the most complex viticultural area in Oregon with its three completely different vineyard soil origins:

Marine Sedimentary, Basalt, & Ice Age Loess.

### Soil Categories



## Sustainability



Our vineyards and winery have been third-party certified as sustainable and Salmon Safe by LIVE since 2008.

No herbicides have been used since 2017.

Both logos appear on all our bottles..



## Chardonnay and Pinot noir

Adelsheim Vineyard has produced wines from these two varieties, grown in own vineyards, for 48 vintages. This legacy has given us the confidence to forge a new vision for our wines in this period of dramatic climate change.

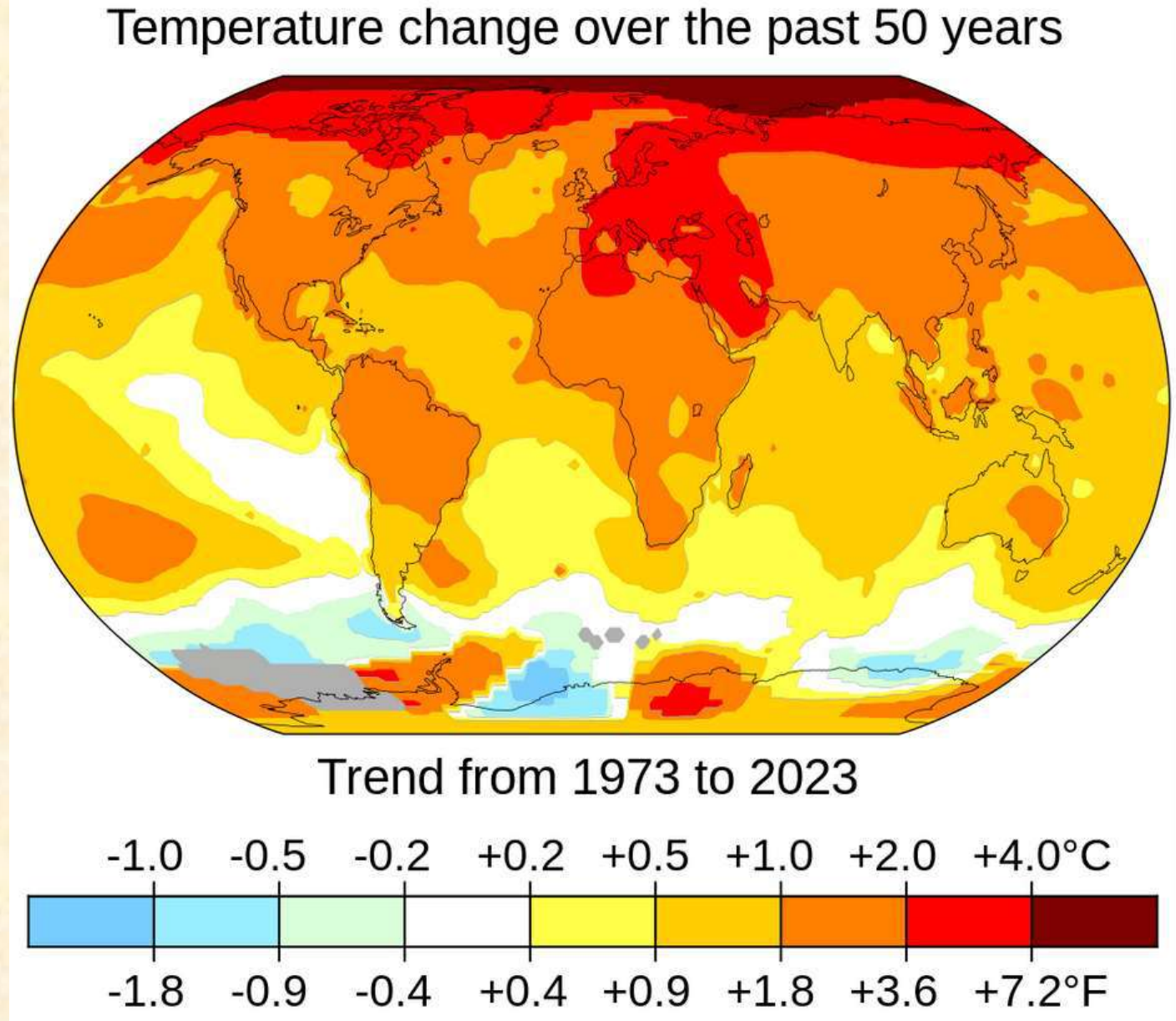
In this post-modern era (2018-today), we are synthesizing the successes of our founding era (1978-2000) with the consistency of our technical era (2001-2017.)



## Global Climate Change

In our vineyards, we are actively fighting the effects of climate change through more sustainable practices and our own research.

In our winery, we are picking earlier and more accurately, letting those fresher grapes guide the winemaking practices.



Changes in surface air temperature over the past 50 years.



# The Chardonnays of Adelsheim Vineyard



The new style of Chardonnay that has emerged in the Willamette Valley over the last 16 years has been heavily influenced by Adelsheim.

David Adelsheim helped put in place an importation and quarantine system that allowed the best clones from Burgundy to come to Oregon.

And our winery led the creation of the first winemaker Chardonnay Technical Tasting in 2015. That annual event allows the industry to understand and quickly adopt new practices, such as earlier picking.

# The Pinot noirs of Adelsheim Vineyard



Pinot noir has been synonymous with the Willamette Valley since the 1970s.

Today, Gina Hennen and her winemaking team are producing a more precise, less alcoholic style of Pinot noir.

The goal is to maximize the quality of wine from each vineyard block by earlier, more exact picking and by balancing winemaking techniques to what each block requires.

The Willamette Valley and Breaking Ground wines are fresher now, with increased aging potential. The single vineyard wines are more site specific, more individualistic, and higher quality.



# The Willamette Valley Tier Wines

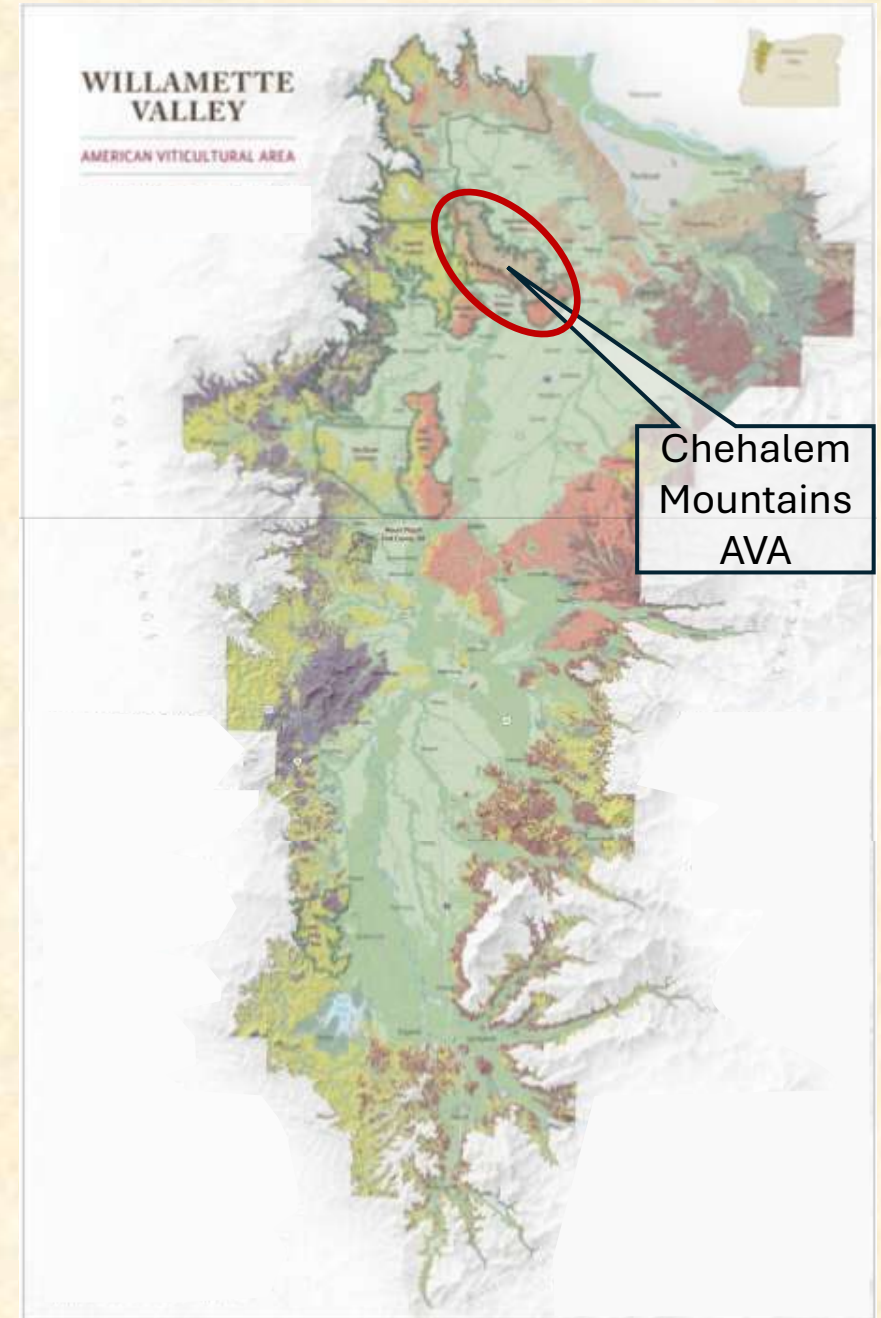


These wines introduce customers to the quality of wine made in the Willamette Valley.

In the U.S., there are none of the official certifications for wine quality that one finds in Europe. The only certification is for grape origin – the system of American Viticultural Areas (AVAs.)

Although these Willamette Valley tier wines come entirely from our estate vineyards in the Chehalem Mountains, we use the Willamette Valley AVA to clearly differentiate them from the Chehalem Mountains tier of wines that has greater concentration.

The winery has 70 hectares of estate vineyards, all in the Chehalem Mountains AVA. From 2024 on, all Adelsheim wines have come from only estate fruit.





# The Chehalem Mountains Tier Wines

This tier focuses on the complexity and concentration that can be achieved by using the best fruit from all three soil types.

## Breaking Ground Chardonnay

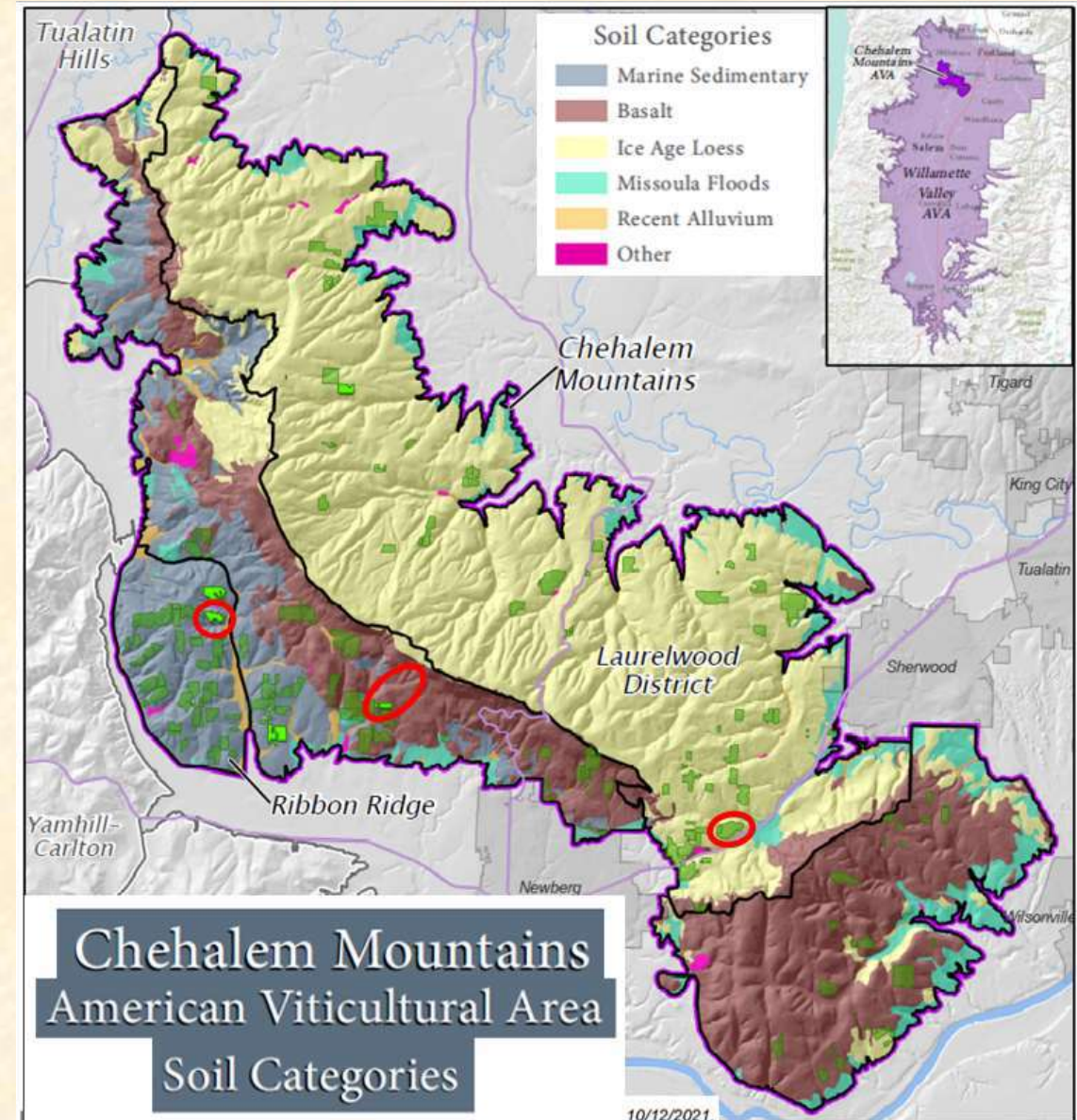
This Chardonnay uses as its base the roundness from volcanic soils. The sedimentary soils add minerality and the loess soils a spiciness.

### 5 Vineyards

28% sedimentary

17% loess

55% volcanic





# The Chehalem Mountains Tier Wines

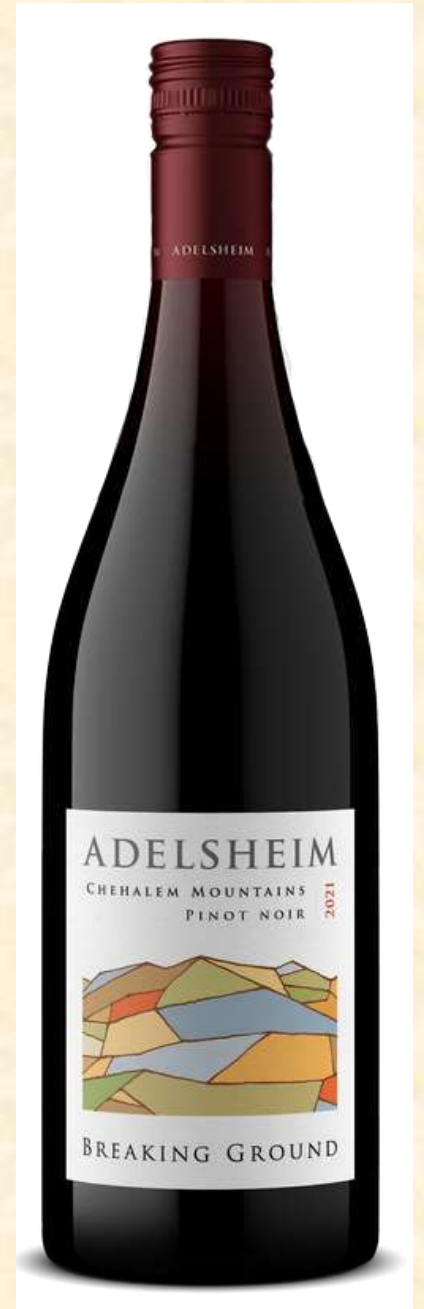
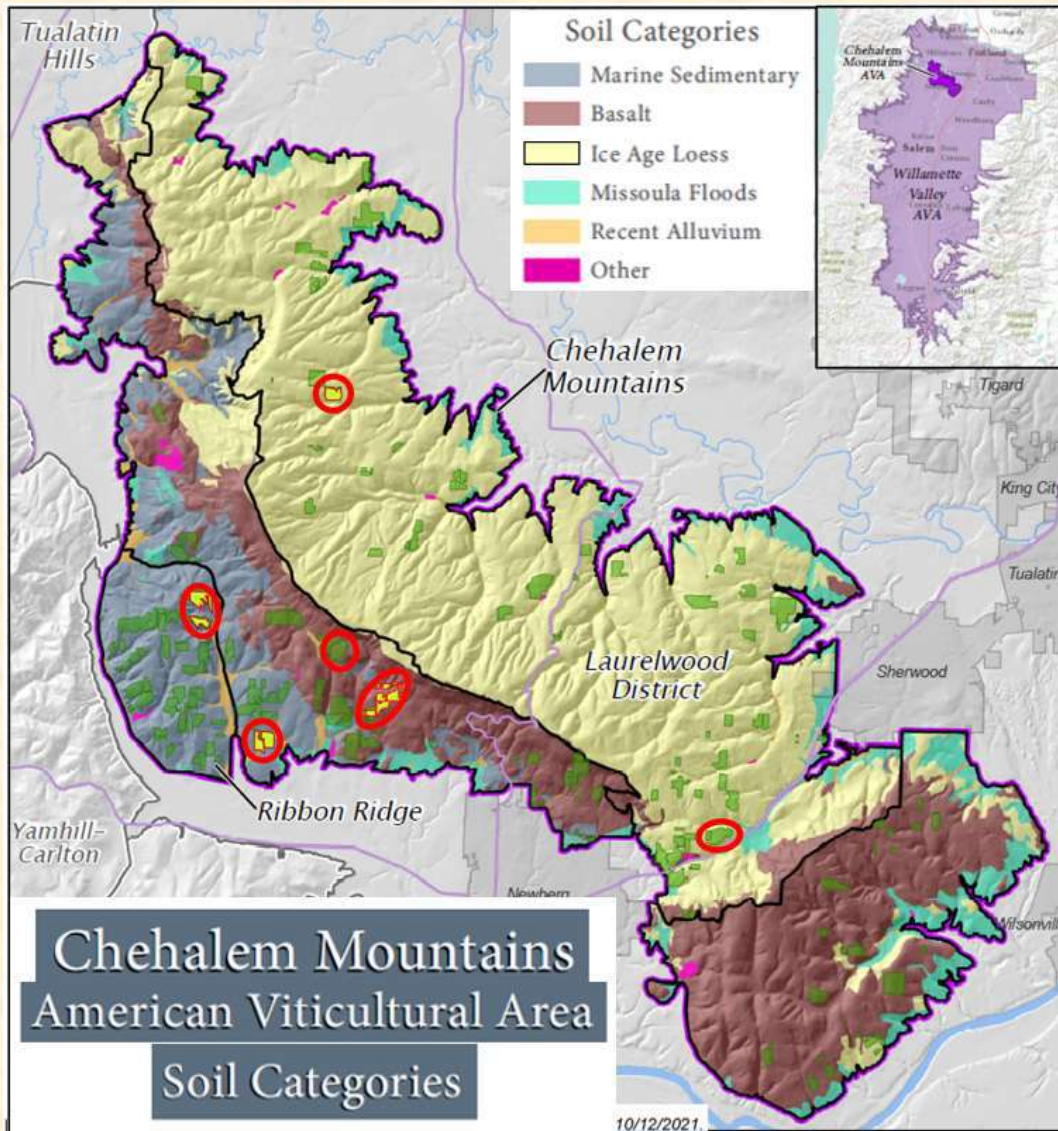
This tier focuses on the complexity and concentration that can be achieved by using the best fruit from all three soil types.

## Breaking Ground Pinot noir

The Pinot noir is based on the red fruit and polymerized tannins of wines from volcanic soils. The sedimentary soils add broader tannins, and the loess soils a touch of rusticity.

### 8 Vineyards

26% sedimentary  
27% loess  
47% volcanic

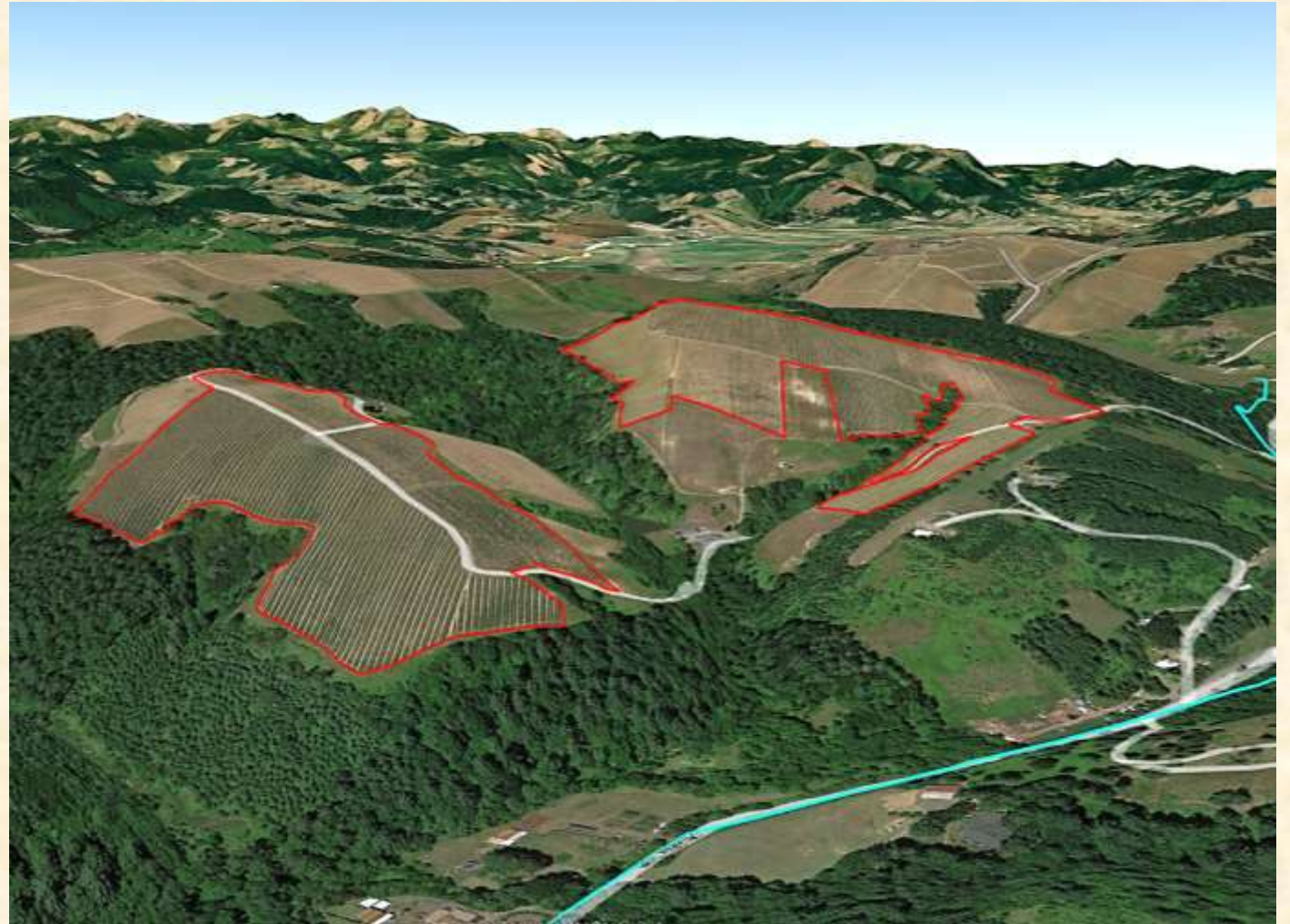




# The Single Vineyard Tier Wines



Single vineyard wines are the ultimate expression of place. Each is created from just one or two vineyard blocks, meticulously farmed to ensure the fidelity of aromas, flavors and structure of the wine.



**Ribbon Springs Vineyard** – Ribbon Ridge AVA, sandstone (sedimentary soil) Scappoose Formation, elevation 150m, first planted 1995, 22ha





Over the last eight years, Adelsheim Vineyard has quietly entered a new era of leadership, artisanry, and vision. A series of transitions has put new people in senior leadership positions as president, winemaker, and in sales and marketing.

That team is envisioning a new future for one of Oregon's most historic and revered wineries.

The revolution has begun.



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**ADELSHEIM**  
**VINEYARD**

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+1 850-596-7198



2022 Chardonnay (Willamette Valley)  
2021 Chardonnay, “Breaking Ground” (Chehalem Mountains)  
2021 Chardonnay, Ribbon Springs Vineyard (Ribbon Ridge)

2022 Pinot Noir (Willamette Valley)  
2021 Pinot Noir, “Breaking Ground” (Chehalem Mountains)  
2021 Pinot Noir, Ribbon Springs Vineyard (Ribbon Ridge)