



## Exceptional wines from Oregon's Willamette Valley



*Construction of the new J. Christopher winery was completed in fall 2011, just in time for the harvest. The vineyards have been planted over several years and will begin to produce fruit in 2012.*

### THE J. CHRISTOPHER WINERY

The just-completed J. Christopher winery is located in Oregon's Northern Willamette Valley, in the Chehalem Mountains AVA. It is a small winery that specializes in Pinot Noir made using the traditional methods of Burgundy. The winery is also one of the few in Oregon to produce Sauvignon Blanc, modeled after the great wines of Sancerre. Owner Jay Somers has been making wine in Oregon for more than 15 years, and established the J. Christopher brand in 1996. Jay's wines are hand-crafted in small lots and are sourced from some of the best vineyards in Oregon.

The philosophy at J. Christopher is to produce wines in an Old World style that emphasizes focus, length and balance. As Jay puts it, "We do not make fruit bombs. We want wines that have a fine balance of fruit, acidity and texture. We want wines that give you more than just a big mid-palate blast — wines that are complete." The key to this, Jay firmly believes, is patient winemaking — it is vital not to rush things and allow the wines to develop naturally. One important example: Jay would never use cultured yeasts to induce malolactic fermentation in his Pinot Noir. This is a New World technique done to facilitate earlier bottling, but Jay feels it is damaging to the wine's texture and balance. He wants the wines to evolve at their own pace, with a minimum of intervention.

### APPASSIONATA VINEYARD

Named for the high-end "Appassionata" cuvée that launched the collaboration between Jay and Ernst Loosen, the new vineyards surrounding the winery are being planted with

various clones of Pinot Noir. Planting of the suitable 22 acres (of a 40-acre property) was done over a three year period, starting in 2010. In addition to Pinot Noir, there is a three-acre block of Sauvignon Blanc, which Jay and Ernst feel is the most interesting and promising white variety in Oregon.

The "Appassionata" vineyard is being farmed according to sustainable, environmentally sensitive practices. No pesticides, herbicides or chemical fertilizers are used, only organic soil amendments (including compost made from the winery's own pomace) and some biodynamic treatments for vine health. There is no irrigation. J. Christopher is a member of the Deep Roots Coalition, a local group of growers dedicated to the less damaging practice of dry farming their vineyards. In addition, the winery gets much of its electricity from solar panels on the roof.

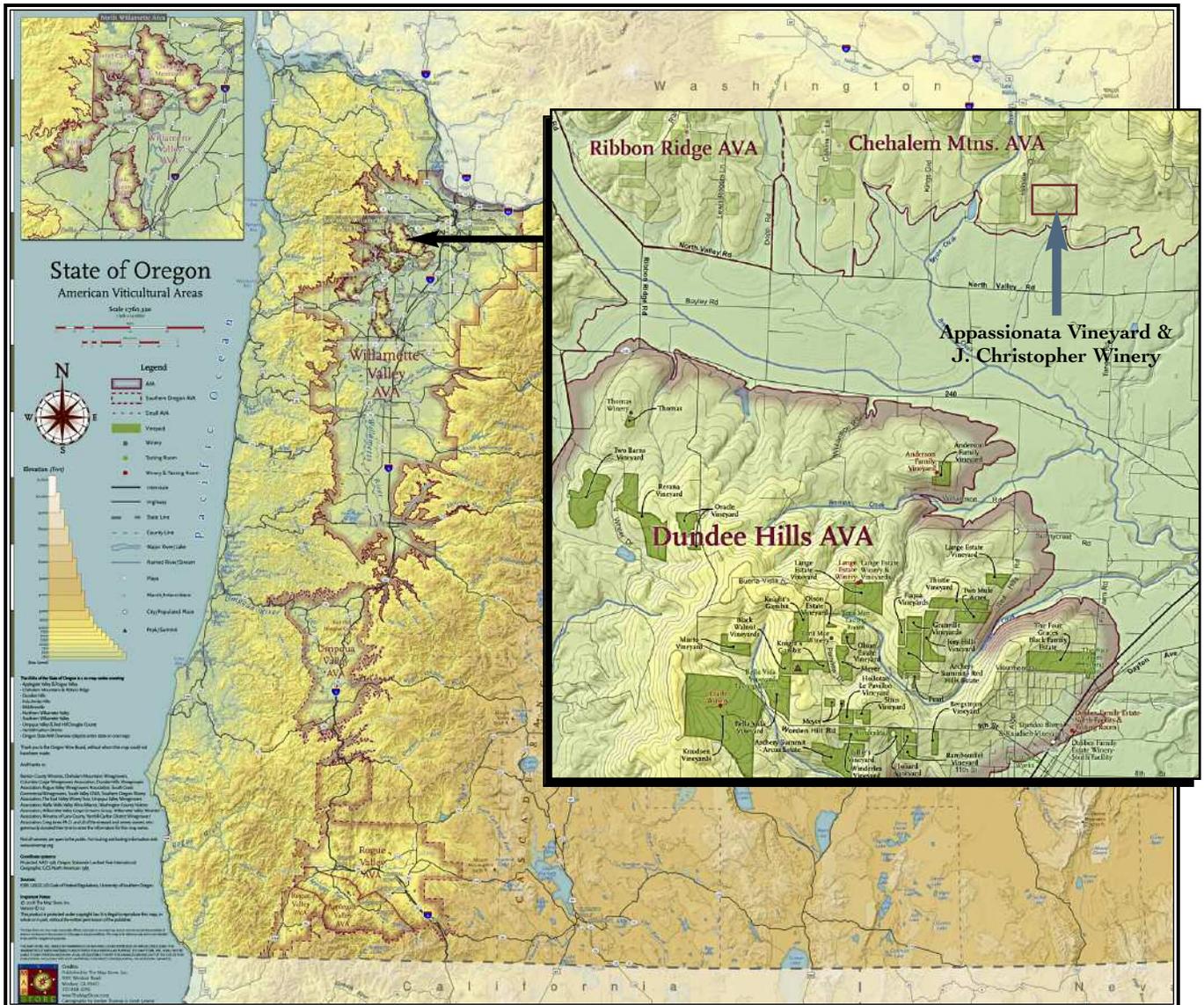
### A COLLABORATION WITH DR. LOOSEN



Jay Somers and Ernst Loosen met about 10 years ago, and quickly realized that they shared a similar taste and passion for Pinot Noir. Ernst is a lifelong Pinot Noir fanatic, and has been producing it at his J.L. Wolf estate since 1996, the same year that Jay launched his own brand in Oregon. The two cemented their friendship in 2004 when Jay traveled to Germany to help the short-handed harvest crew at Dr. Loosen. It wasn't long before they began talking about collaborating to produce Pinot Noir together in Oregon. Their friendship led to a partnership, and in 2010 they began building a winery and planting a vineyard in Newberg, Oregon. The new venture produces wines under the already-established "J. Christopher" brand.

As winemaker for the joint venture, Jay is in charge of all winery operations and vineyard management. Ernst sees his role as that of a collaborator who both supports the international growth of the brand and broadens the winery's exposure to Old World ideas and techniques.

## J. CHRISTOPHER WINES ON THE MAP



## THE WINES OF J. CHRISTOPHER

### WHITE WINES

- 2012 Chardonnay, Cuvée Lunatique
- 2012 Sauvignon Blanc, Willamette Valley
- 2012 Sauvignon Blanc, Croft Vineyard
- 2012 Über-Sauvignon, Croft Vineyard

### RED WINES

- 2011 Pinot Noir, Willamette Valley
- 2011 Pinot Noir, Dundee Hills Cuvée
- 2011 Pinot Noir, Nuages (Chehalem Mountains Cuvée)
- 2011 Pinot Noir, Lumière (Eola-Amity Hills Cuvée)
- 2011 Pinot Noir, La Mer (Yamhill-Carlton Cuvée)
- 2011 Pinot Noir, Sandra Adele
- 2011 Pinot Noir, Bella Vida Vineyard
- 2011 Pinot Noir, Lia's Vineyard
- 2011 Pinot Noir, Olenik Vineyard
- 2007 Pinot Noir, Appassionata