



IRVINE & ROBERTS VINEYARDS – ROGUE VALLEY AVA, OREGON – SALES BRIEF

THE INSPIRATION

Creating Irvine & Roberts Vineyards was a homecoming of sorts for Doug and Dionne Irvine, both of whom grew up in the region. Doug grew up on a ranch in Southern Oregon. Living on the land was hard work. However, the process of working the land, hiking through the mountains and following the seasons instilled deep love for the unusual geography of the Rogue Valley. After finding success in real estate development and starting a family in Southern California Doug and Dionne wanted to return to the land that was in their blood. With a young family in tow, Doug and Dionne moved to the green slopes and rocky outcropping of Ashland, Oregon in the higher elevations of the Rogue Valley.

During a vacation in Europe a friend poured a revelatory bottle of Gaja for Doug and Dionne. The breadth and complexity of that bottle of Nebbiolo illuminated a wholly new expectation of what wine could be. Upon their return to Oregon they realized the Rogue Valley was an emerging wine region and they could have something very special here. After careful research, observation, as well as some experiments, they bucked conventional wisdom and have focused on estate Chardonnay and Pinot Noir.

THE PLACE

The vineyards lie near 2100' at the interface of the Cascade and Siskiyou mountains and the confluence of maritime and continental climates. The tension between growing conditions at the site are unique! There are warm sunny days followed by consistently cool late afternoon winds and nights reminiscent of coastal California. The east facing site has complex weathered sandstone soils with decomposed granite that are porous and varied in texture yielding distinctly different flavors across the vineyard. Elevation and slope provide solar intensity during the cooler half of the day, and drainage, like many great winegrowing regions around the world from Piemonte to the Mosel. The competing forces of nature are locked in a détente allowing quality winegrowing to flourish. Sustainability is pursued here with a commitment to healthy soils, integrated pest management and the tenets of Low Input Viticulture and Enology.

THE RESPONSE

Winemaker Vince Vidrine, formerly of Domaine Serene, brings worldwide winemaking experiences to bear on the complex vineyard. His experience has engendered a humble openness and eagerness to understand the character of the site. The clarity of vibrant fruit, firm acids, and bright aromatics are the foundations of delicious wines at Irvine & Roberts. He is exploring the nuances of fruit character throughout the vineyard from the electromagnetic conductivity details of the soil to interactions of clone and rootstock selection to canopy management trials. This exploratory approach leads to the harvest being handpicked and individually fermented to illuminate the individual qualities of each block and vintage. Aging decisions for the wines are also made individually to highlight the character of each wine. He works approximately 14 different coopers for their particular attention to detail and consistency.

THE WINES

CHARDONNAY ESTATE – THE DYNAMIC ‘SURPRISE’!

- Clones: 76, 95, 04,352, 66, 96
- Hand-picked by block, whole cluster pressed, and fermented individually
- The juice is fermented in barrel for seamless integration, lees are stirred on an individual basis for texture
- 25%-30% new oak is employed and only medium toast, tight grained French oak is used
- Average production 1000 cases

CHARDONNAY RESERVE

- The reserve is a barrel selection from the Estate Chardonnay
- Barrels are selected during monthly blending trials for their concentration and balance
- A slightly higher percentage of new oak is used as a result of the trials
- Average production 150 cases

ROSÉ OF PINOT NOIR – DELICIOUS AND EPHEMERAL – LIMITED AVAILABILITY.

- Two blocks are farmed specifically for this wine – clone 777 and Pommard
- The fruit is hand picked for freshness, gently destemmed, and macerated for 12 hours
- The juice is cold fermented in stainless steel to preserve delicacy
- Average production 500 cases

PINOT NOIR ESTATE – THE FLAGSHIP WINE!

THIS WINE CAPTURES THE VIBRANT AND COMPLEX NATURE OF THE SITE.

- Clones: 667, 777, 115, 4407, Pommard, Wadenswil
- Each block is farmed and fermented individually according to it's character
- The fruit is hand-picked, hand sorted, followed by a relatively cool fermentation in small temperature controlled tanks
- 18 months aging in tight grained, well-seasoned French oak from 14 coopers specifically matched to each lot.
- Average production 1500 cases

PINOT NOIR RESERVE

- The core of this wine is consistently made from a block of Pommard on 3309 rootstock
- This block yields the most harmonious and juicy dark fruits; a complete wine unto itself
- The Pommard lot receives more hand punch downs during a warm fermentation
- 40% new French oak is employed with a tight grain and a cooler, longer toast regime
- Average production 150 cases

ACCOUNT FIT

Irvine & Roberts Vineyards has immediate interest for accounts whose selections highlight Pacific Northwest wines and/or the sub AVAs of Oregon. Any comprehensive or thoughtful representation of the Oregon category should include the distinctive Rogue Valley area! There are also a growing number of accounts that are simply broadening the range of styles and regions offered in the Pinot Noir and Chardonnay categories instead of focusing on one type of AVA. Last, accounts looking for quality leaders, passionate producers, commitment to sustainability and the sense of place will be rewarded with Irvine & Roberts wines.