

## FAQ's FOR PRESS & MEDIA

### BRAND STORY

April and Brian are originally from Ohio, but throughout much of Brian's professional career, he had the opportunity to work with clients in Oregon. During those work trips, he experienced Oregon Pinot noir, and it quickly became his – and April's – favorite varietal and wine-growing region.

They quickly realized that the natural beauty of this state was where they wanted to spend the second half of their lives and follow their passions and dreams of owning a vineyard and winery.

When the Sheridan property became available, it was too good of an opportunity to pass up. April and Brian bought an 88-acre property in late September 2019 with a small Pinot noir vineyard already planted. They harvested a VERY small 1.1 ton crop a few weeks later. Violet Vines was born!

In January 2022, April and Brian purchased a 5-acre cherry orchard in the Rocks District of the Milton-Freewater AVA and are in the process of converting it into a vineyard, planting Syrah, Grenache, and Mourvèdre in the Spring 2023.

The warm days and cool nights in the McMinnville AVA, paired with the unique terroir in both vineyards, allows for vibrant yet classic wines without significant new oak influence.

### TEAM

**Winery Owners** – *Brian & April Zawada*

**Winemaker** – Tim Wilson

Tim Wilson is our winemaker. Tim started his wine-making career in California, and then Washington, before realizing his dream of making Oregon Pinot Noir. In 2008, he and his wife Denise launched their own label, Denison Cellars.

**Sheridan Estate Property Management** – *Philippe Pessereau (Atlas Vineyard Management)*

Philippe Pessereau and his team at Atlas Vineyard Management farm the Sheridan property. Not only did they turn around the original vineyard, they designed and implemented the expansion.

**Set in Stone Vineyard Management** – Dana Dibble

Dana Dibble farms the Rocks district property, which we call the Set in Stone Vineyard. Dana has extensive experience with viticulture in Milton-Freewater, including farming his own vineyard (which is the source of our 2022 Rocks Syrah).

### PORTFOLIO

April and Brian are firm believers in show-casing the promise of the Oregon terroir and its climate. As an example, for Violet Vines' Pinot Noir, it's all about red fruit driven wine, healthy amounts of acid, no residual sugar, a pronounced mid palette, lower to moderate alcohol, a strong backbone, and a long finish.

For the Chardonnay, it's also all about the fruit – fresh, clean, crisp with a complex, long finish which means less oak and the right amount of ML.

We're excited to introduce new varietals in the coming three years, all of which will excel in the Oregon climate as well as in the McMinnville AVA terroir. Albariño, Cabernet Franc, Syrah and Chenin Blanc are all coming soon, as is Sparkling.

*For a full list of all our wines and technical information please see our tech sheets located on our trade and media page.*

*"We are firm believers in sharing the Oregon terroir with our customers, and one way to do that is to showcase the fruit without significant oak influence."*

*- Brian & April Zawada*

### REDS

#### **ESTATE GROWN PINOT NOIR - ORIGIN BLOCK**

*2019, 2020 & 2021*

#### **PINOT NOIR SINGLE CLONE POMMARD - JOHNSON RIDGE VINEYARD**

*2021*

#### **ESTATE GROWN PINOT NOIR SINGLE CLONE 115 - ANDREW BLOCK**

*2021*

#### **PINOT NOIR ULTRA VIOLET - VIOLET VINES ESTATE**

*2021*

### WHITES & ROSÉS

#### **ROSÉ OF PINOT NOIR - JOHNSON RIDGE VINEYARD**

*2021 & 2022*

#### **CHARDONNAY - EOLA-SPRINGS VINEYARD**

*2021*

#### **CHARDONNAY ULTRA VIOLET - EOLA-SPRINGS VINEYARD**

*2021*



### ULTRA VIOLET RESERVE WINES

It's our version of a reserve wine, made from the very best barrels from each vintage. We won't always make an "Ultra Violet" but when we do, it won't disappoint. Our first Ultra Violet was our 2021 Chardonnay and in December 2022, we bottled our first Ultra Violet Pinot noir made from our 2021 estate fruit. In early October, we identified the two best barrels and when we brought them together, it was absolute perfection! When we first poured it in January 2023 at First Taste Oregon, it was awarded the Gold Medal for Best Pinot Noir!



### WHERE TO FIND VIOLET VINES WINE

We've spent the first three years building inventory and are just now offering our wines in our online store and in our tasting room. Soon you will find our wines in restaurants and clubs starting locally in Oregon, as well as back home in Ohio. We will continue to expand our offerings domestically in 2023 and internationally starting in 2024.

*Our Ultraviolet Wines are limited to club members only at this time.*

### WHERE TO TASTE VIOLET VINES WINE

You can currently taste our selection of wines in our Carlton, Oregon tasting room and at our small tasting room in the vineyard at our Sheridan property. Our tasting room in Sheridan is by appointment only.

#### TASTING ROOM



203 West Main Street, Suite C | Carlton, OR 97111



503.379.0770



<https://violetvines.com/reservations/>

#### VINEYARD (APPOINTMENT ONLY)



17371 Gopher Valley Road | Sheridan, OR 97378



503.379.0770



<https://violetvines.com/reservations/>



### VIOLET VINES WINE CLUB

#### WINE CLUB PERKS

- **Complimentary flights** or a glass of wine for you and two guests, quarterly
- **15%-20% Discounts** on all wine, food, and merchandise
- **Member only access** to Ultra Violet Reserve wines
- Access to **exclusive experiences** at our estate vineyard in Sheridan, Oregon
- Invitations to members only **events**

#### SIX BOTTLES

- Three shipments per year (*Winter-Spring-Fall*)
- **20% discount** on all wine, food, and merchandise
- All reds, all whites, or mixed

#### FOUR BOTTLES

- Three shipments per year (*Winter-Spring-Fall*)
- **15% discount** on all wine, food, and merchandise
- All reds, all whites, or mixed

### VIOLET VINES ESTATE

We have a small tasting room at our Sheridan property tucked between two of our vineyard blocks (Pinot noir 115, planted in 2020, and the Alberino block, which is being prepared for planting in May 2023), overlooking the Willamette Valley and the Cascade mountains. We welcome visitors by appointment.

### PRODUCTION

Currently making wine at Bjornson Vineyards in Salem, Oregon.

*See wine list for current case production*



### VINEYARDS

#### **Violet Vines Estate Vineyard in the McMinnville AVA, Sheridan, Oregon**

*(see vineyard tech sheet for more details)*

- 2.97 acres of Pinot noir Clones 777, 115 and Pommard (*original vineyard planted 2008*)
- 2 acres of Chardonnay Clone 95
- 3 acres of Chardonnay Clone 76
- 2 acres of Pinot noir Clone 828
- 2 acres of Pinot noir Wadenswil Clone
- 3 additional acres of Pinot noir Clone 115
- 1 additional acre of Pinot noir Pommard Clone
- 2 acres of Cabernet Franc Clone 214
- 3 acres of Syrah Clones 470, 471 and Phelps
- .2 acres of Viognier Clone 642 for co-fermentation with Syrah
- 2 acres of Chenin Blanc Clone 982
- 1.3 acres of Albariño Clone 1.1
- 1 acre of Pinot noir Clone 114

#### **Set in Stone Vineyard in the Rocks District of the Milton-Freewater AVA**

- 4.5 acres of Syrah (Joseph Phelps Clone)
- One-half acre of Grenache Clone 01A
- One-half acre of Mourvèdre Clone 0369

#### **River Rock Vineyard in the Rocks District of the Milton-Freewater AVA**

- Syrah and Voignier

#### **Rock Bottom Vineyard in the Rocks District of the Milton-Freewater AVA**

- Cabernet Franc, Malbec, and Albariño

#### **Johnson Ridge Vineyard in the Eola-Amity Hills AVA**

- Pinot Noir Clone 777 used for Rosé

#### **Eola-Springs Vineyard, in the Eola-Amity Hills AVA**

- Clone 15 Chardonnay

#### **Stiling Vineyard, in the Eola-Amity Hills AVA**

- Clones 95 Chardonnay
- Clone 76 Chardonnay



### KEY CONTACTS

#### Tasting Room Address

203 West Main Street, Suite C  
Carlton, OR 97111  
Phone: 503.379.0770

#### Business Address

8820 SE Eola Hills Road.  
Amity, OR 97101  
Phone: 503.379.0770

#### Estate Vineyard Address

17371 Gopher Valley Road.  
Sheridan, OR 97378

#### Emails

contactus@violetvines.com (general)  
tasting@violetvines.com (tasting room appointments)  
wineclub@violetvines.com (wine club inquiries)

### SOCIAL MEDIA

- **Facebook** <https://www.facebook.com/violetvineswine/>
- **Instagram** <https://www.instagram.com/violetvineswine/>
- **Tik Tok** <https://www.tiktok.com/violetvineswine/>
- **Twitter** <https://twitter.com/violetvineswine/>
- **LinkedIn** <https://www.linkedin.com/company/violetvineswine/>

