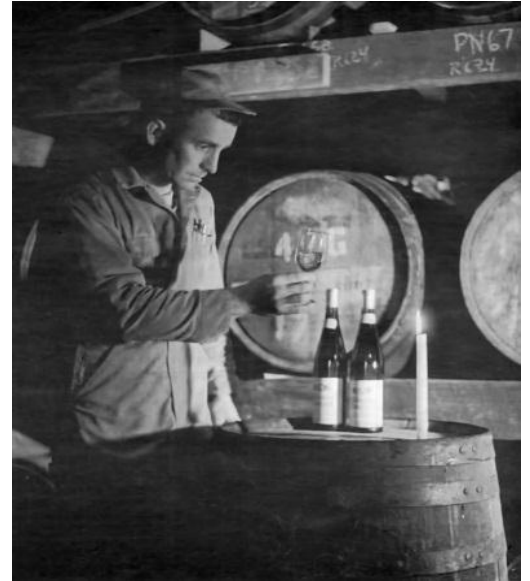


# Spotlight on the Umpqua Valley

Located in southern Oregon, between the Coast and Cascade mountains, the Umpqua Valley is home to 1,100 acres of vineyards. Named after the nearby river, the Umpqua viticulture region was first settled by German settlers who planted wine grapes during the early 1800s. By 1890, grapes produced an estimated 20,000 gallons of wine for the Von Pessl brothers.

The first winery established in the Valley after Prohibition was repealed in 1933, was Hillcrest Vineyards in 1961 by Richard Sommer. With an education from the University of California at Davis, Sommer moved to Roseburg despite warnings from colleagues about Oregon's temperamental climate and a general belief that grapes would not grow there. Sommer planted 36 acres and started by producing Riesling, but the diverse climate in the region sided with him and gave root to many other varieties of grapes including: Pinot Noir, Pinot Gris, Syrah and Tempranillo. Family owned and operated, Hillcrest Vineyards has not only thrived but has set the stage for the next generation of winemakers in the Umpqua Valley.



Richard Sommer



Henry Estate Vineyards, founded in 1972 by Scott Henry and his wife Sylvia, carried on the local tradition of family operated vineyards and has produced various cases of well regarded, quality wines. Currently, three generations of the Henry family operate the vineyard's production and care. With a determination for creating top quality wines, Henry developed a trellising system for the vines that optimizes the yield and the maturation of the grapes. The Scott Henry Trellising System has been exclusively used at the home vineyard, and today, it can be seen in use by vineyards across the globe.

The unique and innovative style of winemaking in the Umpqua Valley was finally recognized as an American Viticultural Area (AVA) in 1984, and today continues to produce world-class wines. The Umpqua region has proven to have a more arid and warmer climate than the Willamette Valley, ideal for grapes that need more heat to ripen properly. This difference is seen in the many varieties of wine produced in the Valley today, such as Riesling, Chardonnay, Pinot Noir, Gewürztraminer, Cabernet Sauvignon, Merlot, Tempranillo, Zinfandel and Pinot Gris.