




Abacela®

AN ICON OF INNOVATION

EST
1995

BRAND SUMMARY

HISTORY	<p>Founded in 1995 in the Umpqua Valley, Abacela was the first winery in Oregon and the PNW to plant Tempranillo. Dedicated to exact variety-climate matching, Abacela grows numerous varieties suited to our region and site, earning acclaim for producing consistently expressive and distinctive wines from our estate vineyards. <small>10,000-15,000 annual case production</small></p>	
OWNERS	Earl and Hilda Jones and Family	
WINEMAKERS	Andrew Wenzl, Head Winemaker • Leo Wiviott, Assistant Winemaker	
APELLATION	Umpqua Valley American Viticultural Area (AVA)	
ESTATE VINEYARDS	<p>Fault Line Vineyards, 76 acres</p> <ul style="list-style-type: none"> ▪ Cox's Rock Vineyard, 18 acres (initial plantings 1995) ▪ Cobblestone Hill Vineyard, 23 acres (initial plantings 2000) ▪ Chaotic Vineyard, 19 acres (initial plantings 2004) ▪ Middles Vineyard, 16 acres (initial plantings 2009) 	
BRAND OBJECTIVES	<ul style="list-style-type: none"> ▪ Be the go-to Oregon State brand! ▪ Increase awareness & sales of Abacela wines ▪ Increase point of distribution by targeting key account opportunities ▪ Identify upsell opportunities to expand sales of the Abacela Wine Portfolio ▪ Develop sales both regionally and nationally 	
UNIQUE SELLING POSITION	<p>Abacela is a benchmark brand customers trust to consistently over-deliver on quality and value</p> <ul style="list-style-type: none"> ▪ First in Oregon and the PNW to plant, grow, and make wine from numerous varieties ▪ We are one of the most prominent and visible wineries in the State of Oregon ▪ We are a 2nd generation family vineyard and winery with 30 years of grape growing and winemaking experience ▪ We grow and make 100% of our wines ▪ We are the top producer of Umpqua Valley AVA wines 	
WINE PORTFOLIOS & SELLING POINTS	<p>ESTATE WINES</p> <ul style="list-style-type: none"> ▪ Tempranillo – Fiesta, Barrel Select, Reserve, Paramour (Grand Reserve) ▪ Albariño – Classic, Private Selection, Blanco Dulce ▪ Grenache – Classic, Reserve, Rose ▪ Malbec – Classic, Reserve ▪ Syrah – Classic, Reserve ▪ Angelica – Listan Prieto ▪ Port – Vintage, Tawny, Non-Vintage ▪ Touriga Nacional ▪ Tinta Amarela ▪ Tannat ▪ Dolcetto ▪ Graciano ▪ Merlot ▪ Viognier ▪ Muscat ▪ Vintners Blend <p>SELLING POINTS</p> <ul style="list-style-type: none"> ▪ Terroir-Driven Estate Wines ▪ Climate Matched Varieties ▪ Small Production/Allocated ▪ Single Vineyard Focus 	<p>Wildlife Habitat Conservation Area</p> <p>Oregon Bee Friendly</p> <p>Porto Protocol Living Vineyards</p> <p>Data Driven Production Approach</p>
KEY ACCOLADES	 <p>2001 Double Gold Medal and First Place, besting 20 Spanish Tempranillos</p>	 <p>2009 Tempranillo al Mundo America's 1st Gold Medal in Spain's top competition</p>
	 <p>2013 Oregon Winery of the Year</p>	
BRAND STANDARDS	Acceptable use of winery and vineyard name: Abacela, Abacela Winery, Fault Line Vineyards	
SALES TOOLS	www.abacela.com/Trade - Trade & Media section with POS materials, tech sheets, maps, photos & artwork	



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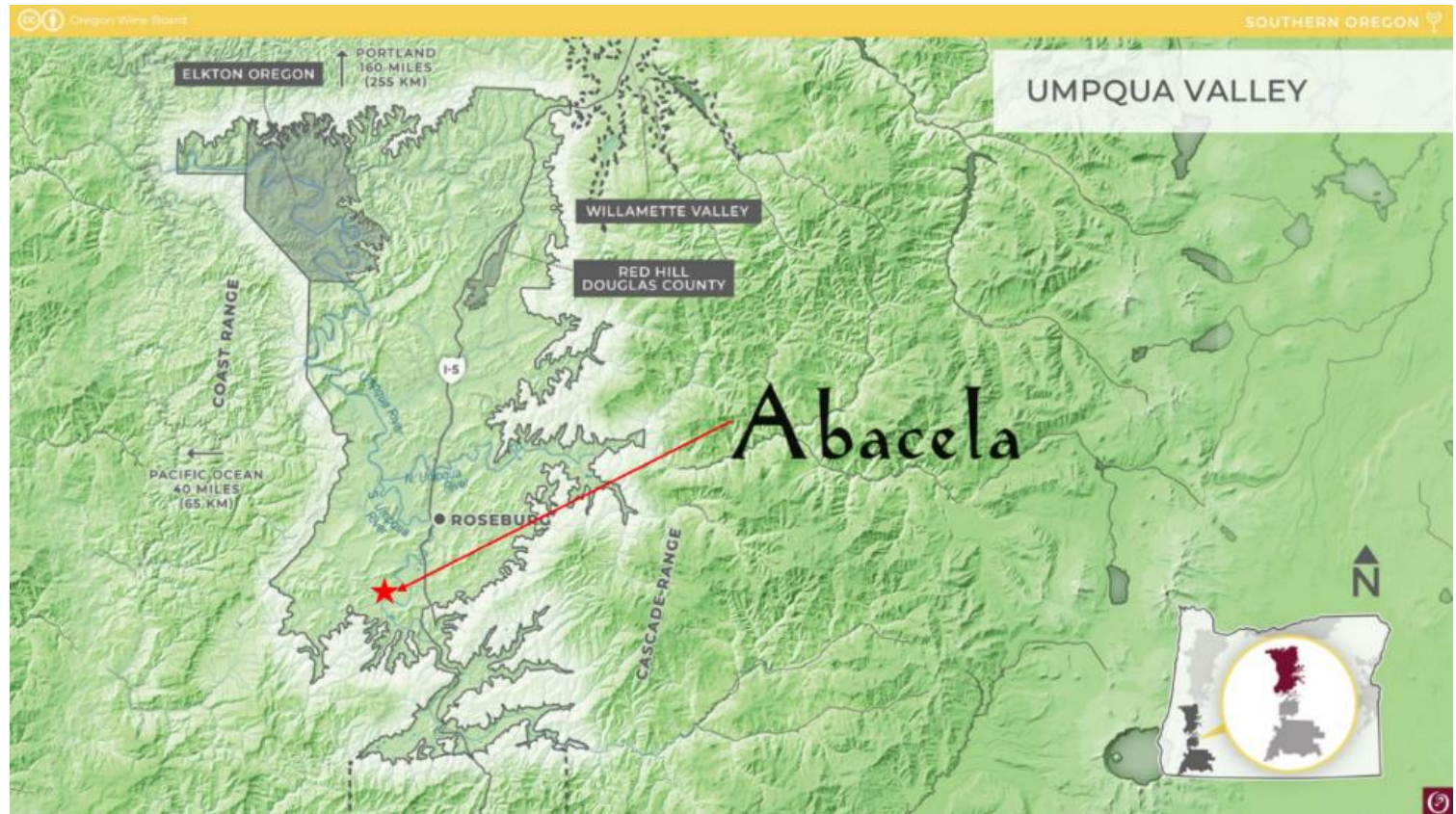
MILESTONES

- 1988** - Joneses inspired by tasting Alejandro Fernández's 1982 Tinto Pesquera Janus Reserva from Ribera del Duero
- 1990-92** - Earl and his son, Greg conducts extensive research on airport climate data to match Tempranillo to its ideal American site, which first leads the Joneses to New Mexico then Southern Oregon where they identify 463 acres of "always sunny area" on south sloping hillsides about 100 feet above the South Umpqua River
- 1995** - Joneses establish Abacela with the 1st commercial planting of Tempranillo outside California – 252 plants, on Memorial Day, becoming the 14th winery in southern Oregon and the Umpqua AVA's 7th winery; by early June Abacela is home to 4 acres of Tempranillo and 8 acres of other varieties to total 12 acres of vines
- 1998** - Joneses produce 383 cases of their second Tempranillo, a wine that will go on to win a Double Gold Medal and Best of Class at the 2001 San Francisco International Wine Competition, making Abacela the first American winery to win for Tempranillo at an international wine competition
- 2001** - Decanter Magazine dubs Abacela "Oregon's Most Interesting Vineyard Property"
- 2002** - Earl and Greg write petition for Southern Oregon AVA; approved in 2004
- 2003** - Jancis Robinson, "Abacela Estate Albariño was the best wine tasted" during May 2004 U.S. trip
- 2004** - Earl organizes the "Tempranillo Advocates, Producers and Amigos Society" (TAPAS) a national organization of Tempranillo growers, producers and friends and becomes its first President
- 2005** - Great vintage and 1st in which all four Tempranillos – Fiesta, Barrel Select, Reserve and Paramour, are produced
- 2005** - Abacela produces South Face Reserve Syrah, first Southern Oregon wine to receive a 95 point rating
- 2009** - Abacela's 2005 Reserve Tempranillo wins America's 1st Gold "Medalla de Oro" at Spain's Tempranillo El Mundo, the "world series" of the variety
- 2009** - Portland's Classic Wines Auction named Earl Jones "Oregon Vintner of the Year"
- 2010** - Wine Business Monthly names Abacela one of ten "Hot Brands" in America
- 2011** - Unveiling of 2005 Paramour, Abacela's 1st Gran Reserva style Tempranillo
- 2011** - Abacela builds its sustainable Vine & Wine Center utilizing geothermal heating and cooling in a nod to Hilda's Icelandic roots
- 2013** - Wine Press Northwest recognizes Abacela as "Oregon Winery of the Year"
- 2015** - Oregon Wine Board awards the Joneses the industry's Lifetime Achievement Award
- 2015** - Wine Enthusiast nominates Abacela for "American Winery of the Year"
- 2015** - Earl organizes and become first president of "Oregon Tempranillo Alliance" (OTA) a statewide organization of growers and producers that by 2013 were growing 350 acres and harvesting 664 tons making Tempranillo Oregon's 5th largest red winegrape crop with a farm gate value nearing \$1.4 million
- 2018** - Oregon Vineyard and Winery Report shows Tempranillo's farm gate value well over \$2 million with an economic impact of over \$10 million. Since 1991, Oregon has led the country in new plantings of Tempranillo. Today, Oregon Tempranillo is available in over 100 tasting rooms in the state clearly demonstrating that the variety grows exceptionally well here and makes varietally correct wines that appeal to wine aficionados.
- 2020** - Abacela celebrates 25 years of winegrowing, 1995-2020
- 2021** - Greg Jones, Ph.D. named CEO of Abacela, with Earl and Hilda retiring, completing the generational transition
- 2025** - Abacela celebrates 30 years of winegrowing, 1995-2025

MILESTONES

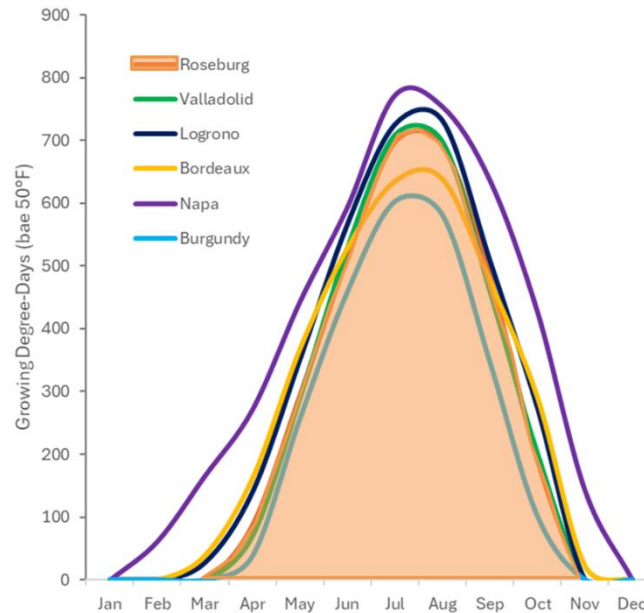
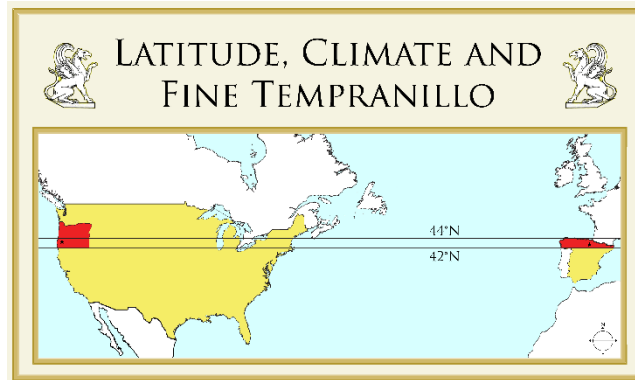
UMPQUA VALLEY

- Located in the intermountain valleys of western Oregon, the Umpqua Valley is bounded by the Coast Range to the west and the Cascade Range to the east, with the Willamette Valley to the north and the Rogue Valley and Klamath Mountains to the south.
- Grapes were first planted in the region during the 1800s
- First post-prohibition vineyard planted in the region was Hillcrest in 1961 with the winery bonded in 1963 and the first Oregon Pinot Noir produced in 1967
- Birthplace of the Oregon Winegrowers Association 1969
- Home of the Greatest of the Grape, Oregon's longest running wine event (53 years and counting)
- Umpqua Valley American Viticultural Area (AVA) was established in 1984. One of 23 AVAs in Oregon and part of the larger Southern Oregon AVA.
- The Umpqua Valley stretches 65 miles from north to south and ranges 25 to 45 miles wide east to west.
- Abacela is located in the southern portion of the Umpqua Valley roughly 10 miles from Roseburg, 50 miles from the coast, and 65 miles from Crater Lake.
- The region grows close to 40 different varieties on over 3500 acres, producing wine at over 25 wineries. Acreage and production in the region are roughly 8-10% of the Oregon wine industry.

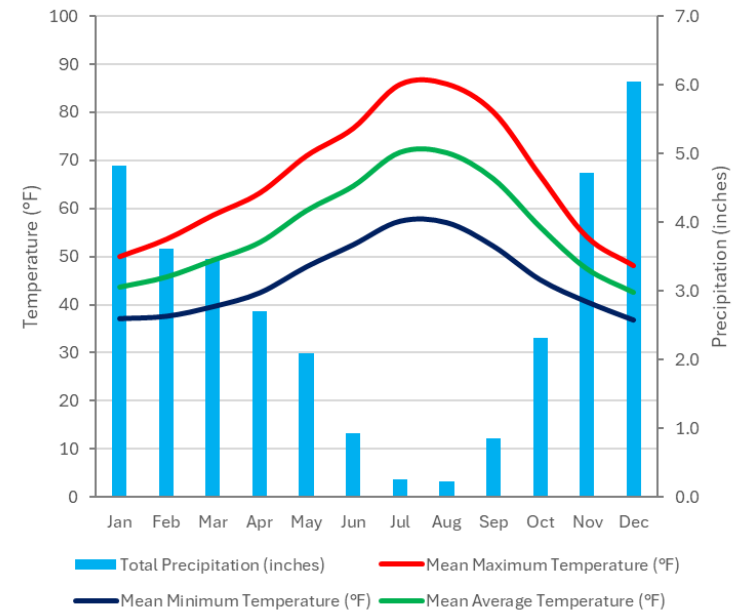


CLIMATE

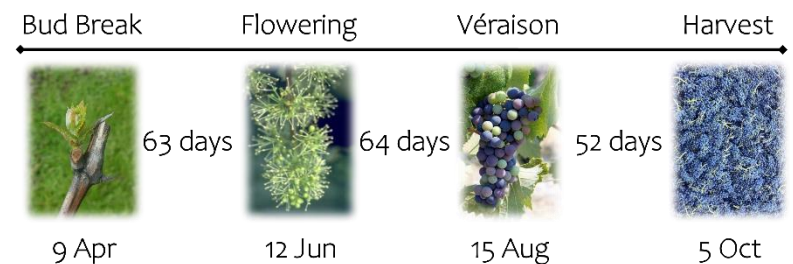
- Abacela was founded on the premise that climate-site-matching was the key to consistent wine quality.
- Tempranillo must be grown in a location where the climate provides a relatively short growing season characterized by a cool spring, a hot moderately dry summer cut short by a cool, truncated autumn.
- Abacela's site-climate mirrors that of Spain's finest Tempranillo regions of Rioja, Ribera del Duero, and Toro.
- Partially driven by latitude but also similar ocean and continent influences, the Umpqua Valley is cooler with a shorter growing season than Napa, yet warmer and drier than the Willamette Valley and Burgundy.
- Temperatures reach the 90s during the summer and rarely drop below the mid-20s in the winter.
- Precipitation totals 32 inches annually, enough to replenish soil moisture, yet only 25% falls during the seven month growing season.
- Our site's wide daily temperature swings retain the grape's natural acidity and flavors.
- Relatively low elevation, undulating landscape, and proximity to the coast limit frost risk.
- Combining moderate summer heat stress and little to no rain with moderate winter cold stress and soil replenishing rains makes the Umpqua Valley a very suitable and low risk region.
- The average phenological calendar at Abacela shows that it takes roughly 175-185 days to go from bud break in early April to harvest in early October.



Roseburg, Oregon 1991-2020 Climate Normals

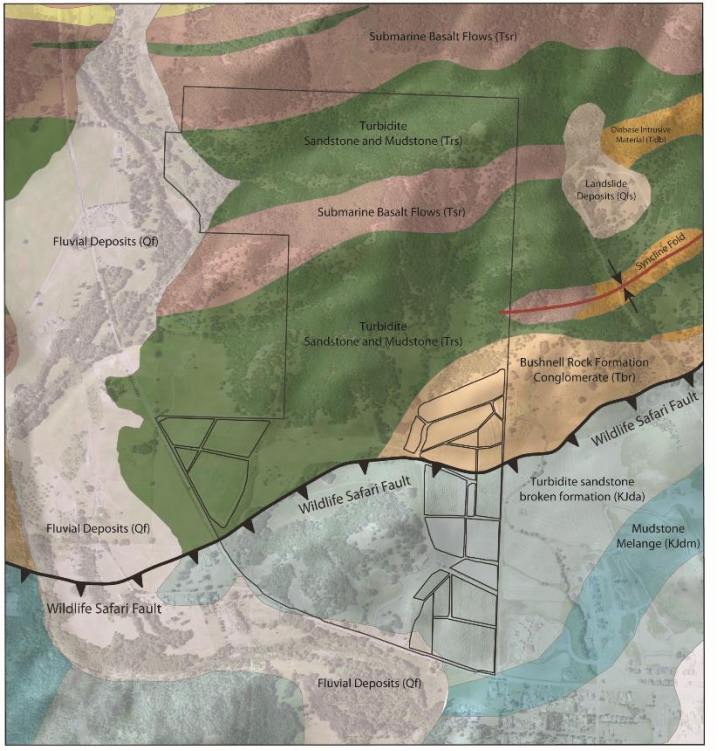
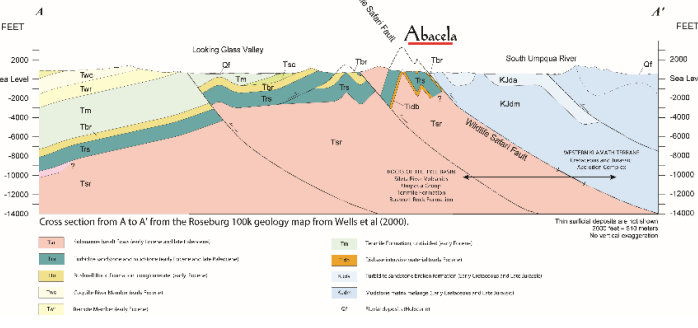
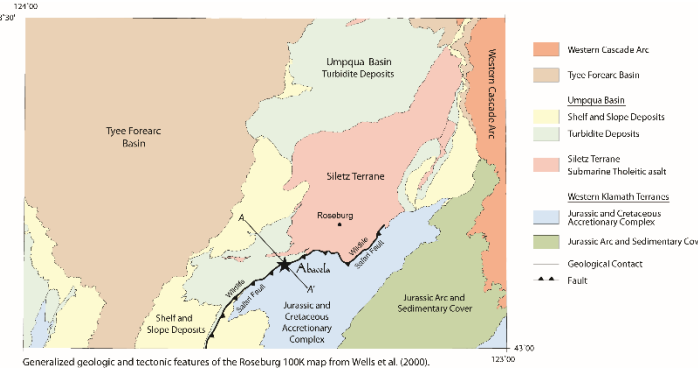
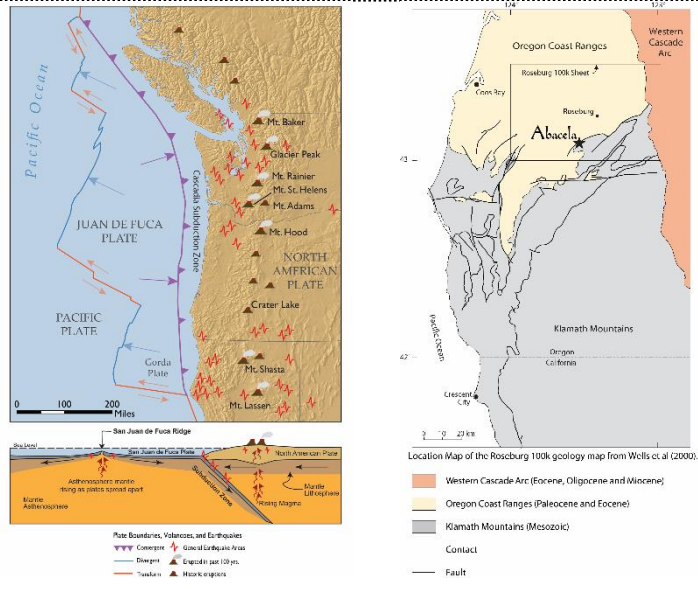


Long-Term Average Phenology of Varieties at Abacela



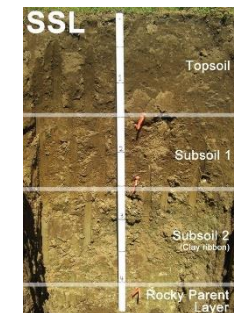
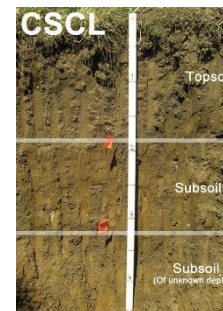
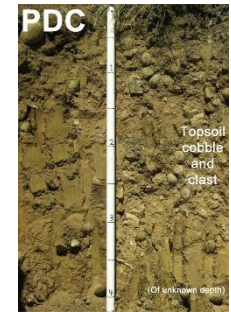
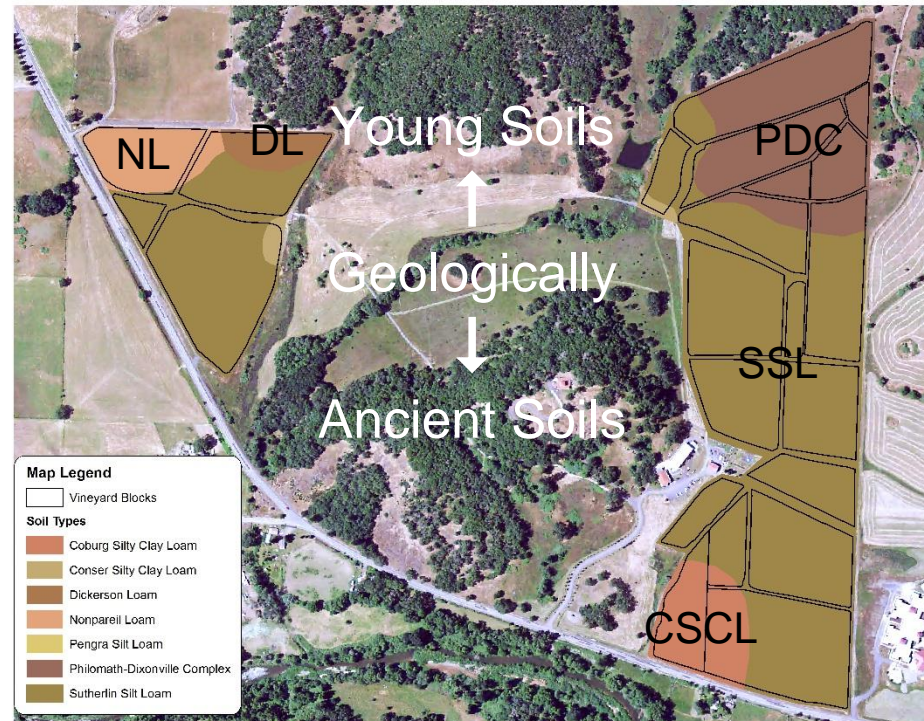
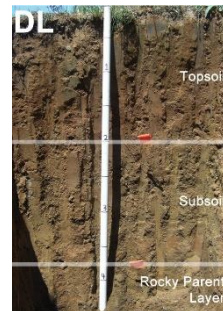
GEOLOGY

- The joining of three mountain regions, the Klamath Mountains, the Coastal Range, and the Cascades in the Umpqua Valley AVA produces a unique and complex geology.
- The Klamath Mountains extend into the southwestern portion of the AVA and consist of complex folded and faulted igneous and metamorphic rocks that are the oldest in the region.
- The Cascade Mountains to the east consist of the younger High Cascades and the older, more deeply eroded Western Cascades which make up the eastern boundary of the AVA.
- The region is protected from the ocean largely by the Coastal Mountains which are composed of mostly volcanic islands that were accreted to the landscape over the last 50 million years.
- Abacela is found at the juncture of the Klamath Mountains and the Coast Range in the southern part of the Umpqua Valley.
- Named Fault Line Vineyards, the property straddles the Wildlife Safari Fault, which divides geologically young material to the north and west (<25 million years) from much older geology in the Klamath Mountains to the south (>225 million years).
- The line from A to A' in the map and in the cross section to the right show that Abacela is truly astride two geologic provinces separated by a fault zone.
- Geological evidence can be found from the soils at Abacela (next section).



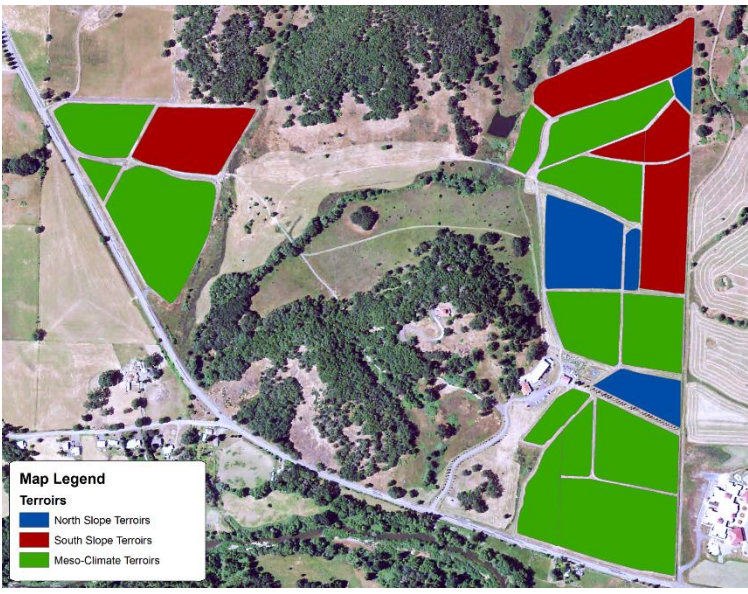
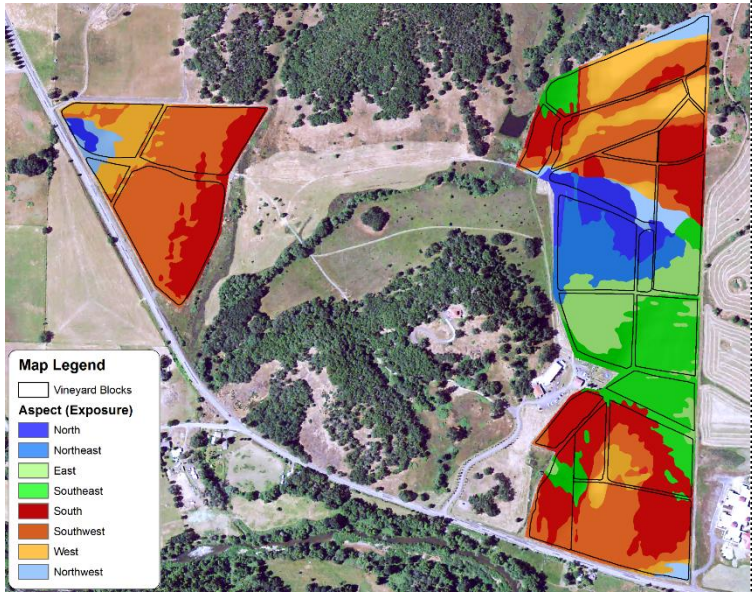
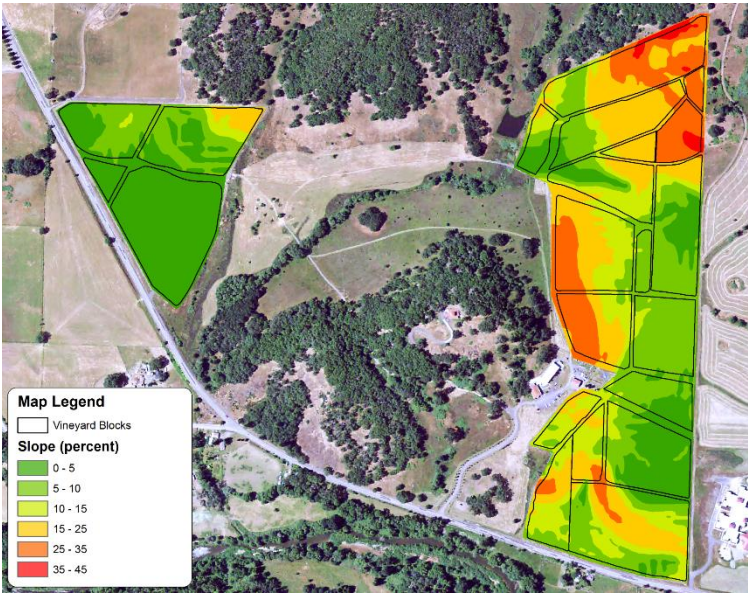
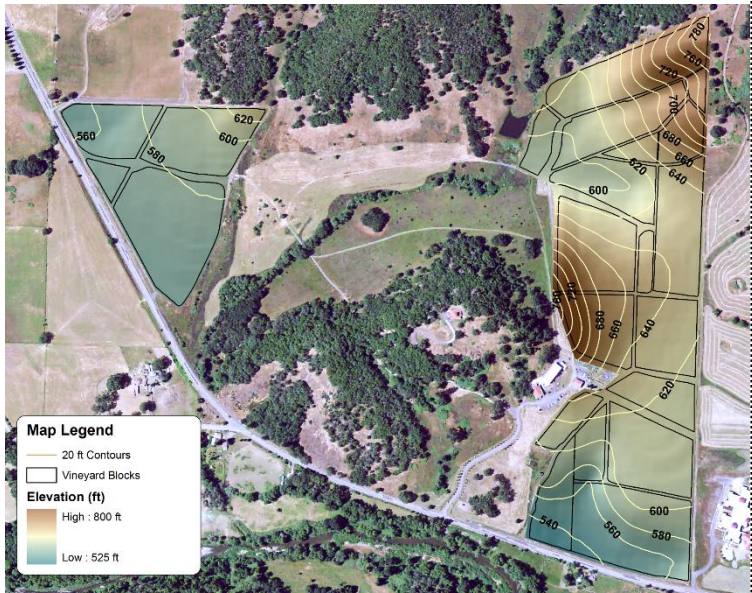
SOILS

- The geology beneath and surrounding Fault Line Vineyards produced a diverse assemblage of soil.
- The southernmost soils are derived from 225 million year Jurassic era bed rock of the ancient Klamath Mountains and are littered with exotic boulders of serpentine, jasper & quartz (both contain gold ore), blue schist, sandstone and conglomerate. These soils extend up to the fault line which passes below the base of Cobblestone Hill.
- Coburg Silt Clay Loam (CSCL) soils are very deep, moderately well drained and formed in a mixed clay alluvium.
- Sutherlin Silt Loam (SSL) are typically deep, well drained soils formed from 225 million year old tumulted Jurassic bedrock.
- To the north are more youthful soils derived from sea floor sediments that originated in the Miocene era, roughly 25 million years ago. These soils are cluttered with small round and smooth "tumbled" stones, hence the vineyard name.
- Nonpareil Loam (NL) soils are shallow, well-drained mixed loams, formed from weathered sandstone and siltstone, with soft gravel and cobbles.
- Dickerson Loam (DL) soils are shallow, well drained sandy loam formed in weathered conglomerate sandstone and metavolcanic rocks.
- Philomath-Dixonville Complex (PDC) are deep, well drained soils formed from igneous rocks of the Miocene era's Siletz River Volcanic formation.



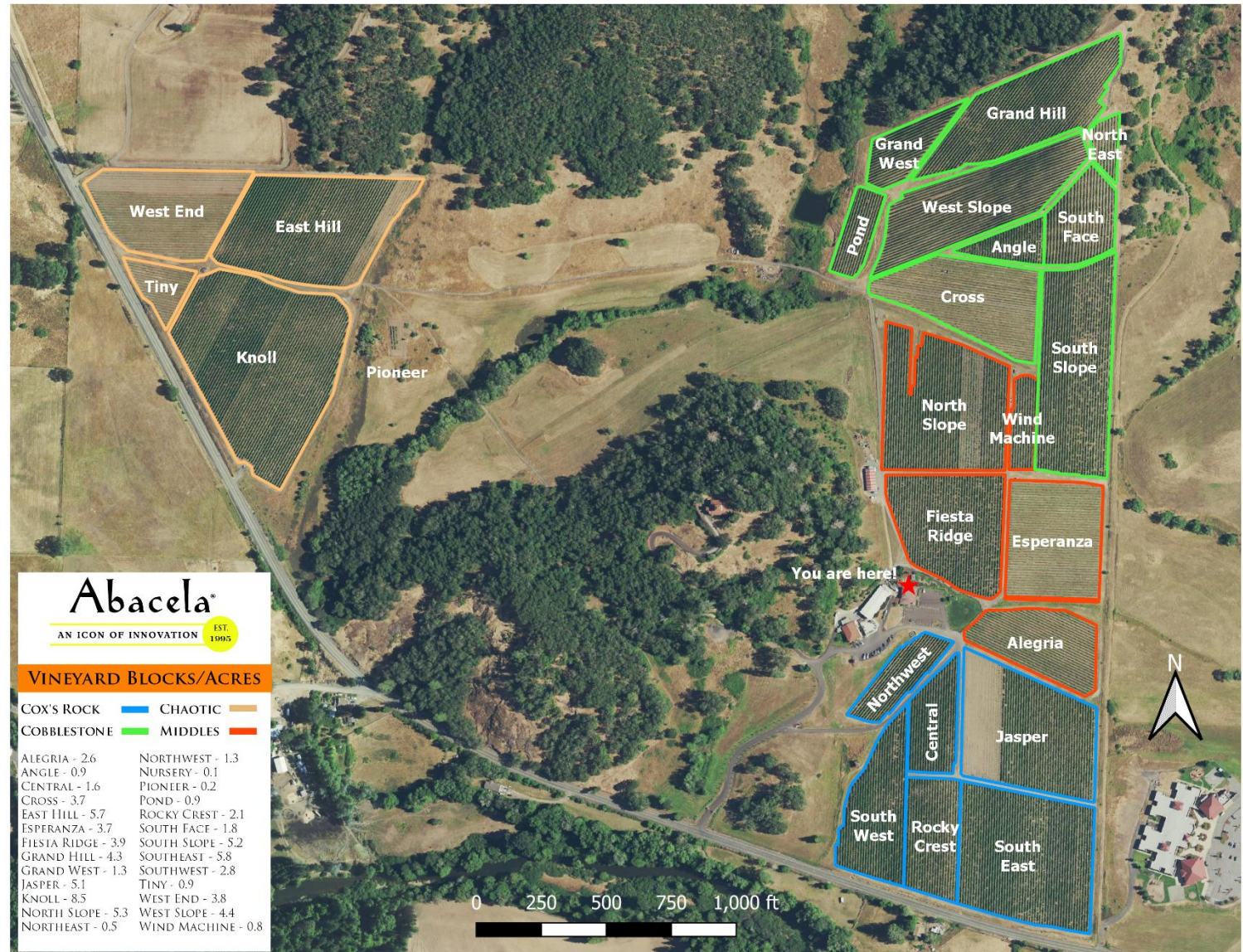
LANDSCAPE

- The regional geological development and years of weathering have created a landscape at Abacela that is varied, complex, and ideal for growing winegrapes.
- The lowest vineyard elevation is 160 meters (525 feet) and tops out at 249 meters (816 feet) creating an average vineyard elevation of 205 meters (671 feet) which represents a range of 89 meters (291 feet) from the lowest to the highest point in the vineyard.
- The slopes range from very steep at over 40%, which are navigable only by track vehicles, to undulating almost flat zones.
- The aspect (compass orientation of the vineyard slopes) ranges tremendously from true south to true north.
- Abacela's variations in slopes and aspects create multiple mesoclimates and microclimates with a wide range of ripening potential.
- Each mesoclimate contributes greatly to the vine's ideal "terroir". With Fault Line Vineyards having three climate-defined distinct terroirs and several soil-climate defined terroirs.
- North slope terroirs are cooler and better suited to Albariño, Muscat, and Grenache Rosé.
- South slope terroirs are much warmer with Syrah, Tannat, Touriga Nacional, and other heat-loving varieties best suited.
- Mesoclimate terroirs are ideal for Abacela's flagship Tempranillo along with Merlot, Malbec, and other intermediate ripening varieties.



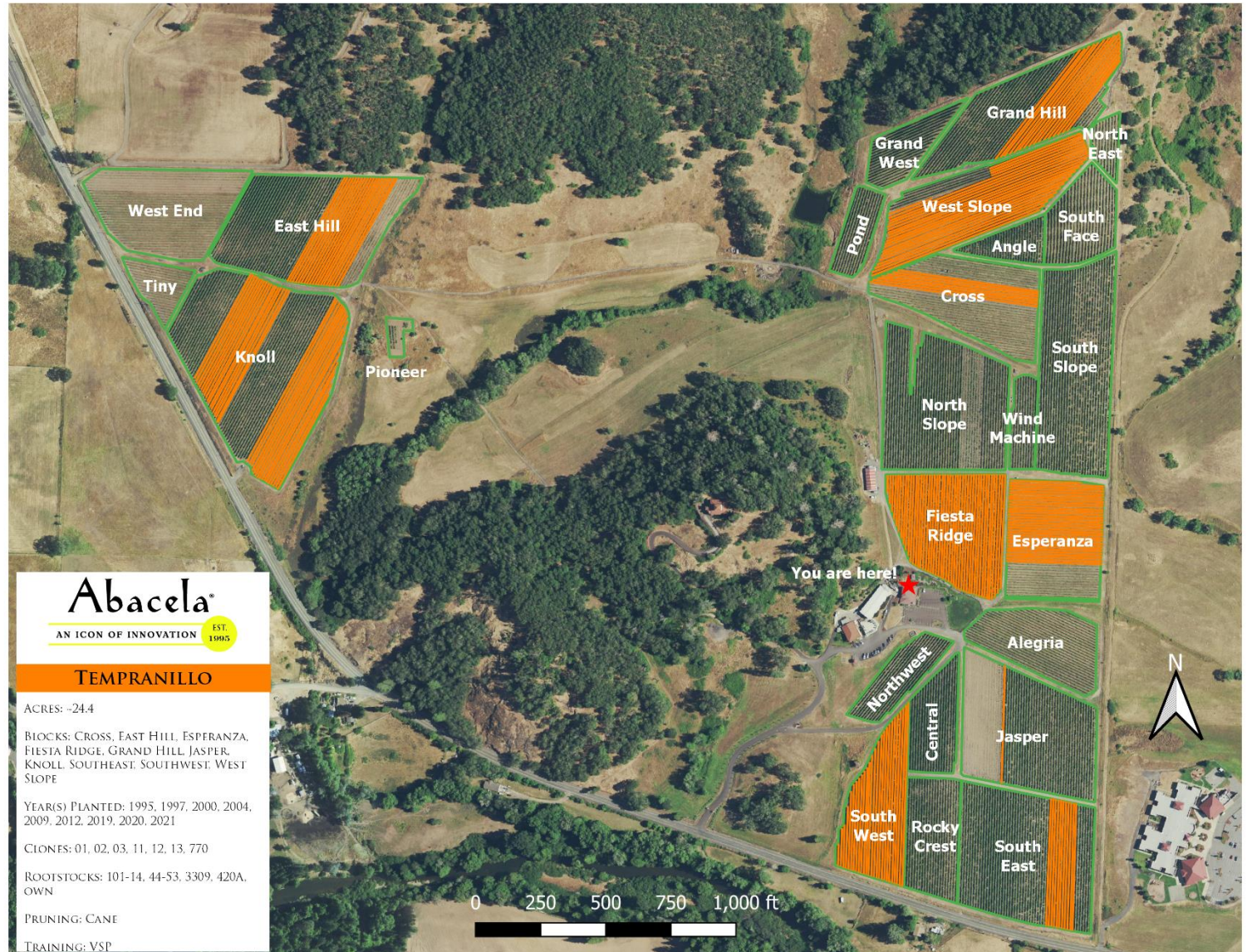
VINEYARD BLOCKS

- Abacela's Fault Line Vineyards 76 acres consists of four main vineyard zones and a total of 25 individual blocks.
- Cox's Rock Vineyard was the first zone planted in 1995 (18 acres). Named after the family that homesteaded the property in 1849.
- Cobblestone Hill Vineyard was initially developed in 2000 (23 acres). Named after the numerous rounded cobbles found in the soils.
- Chaotic Vineyard was developed in 2004 (19 acres). Named from the more complex geology and odd soil mélanges.
- Middles Vineyard was developed in 2009 (16 acres). Was open land between Cox's Rock and Cobblestone Hill, so considered in the 'middle'.
- Block names generally follow geographical setting (Pond, Rocky Crest, Knoll), geology (Jasper), orientation (Southeast, West End, etc.), size (Tiny), historical use (Fiesta Ridge), Spanish names (Alegria and Esperanza), or family recognition (Grand Hill and Grand West).
- Blocks are sometimes devoted to one variety (Albariño in Alegria, Malbec in Northwest) while in other cases there can be numerous varieties planted to each block (Grand Hill, Cross).
- The largest block is Knoll Block consisting of 8.5 acres, while numerous blocks are less than one acre.
- We currently have a total of 783 rows of grapevines totaling just over 60 miles if placed end to end.



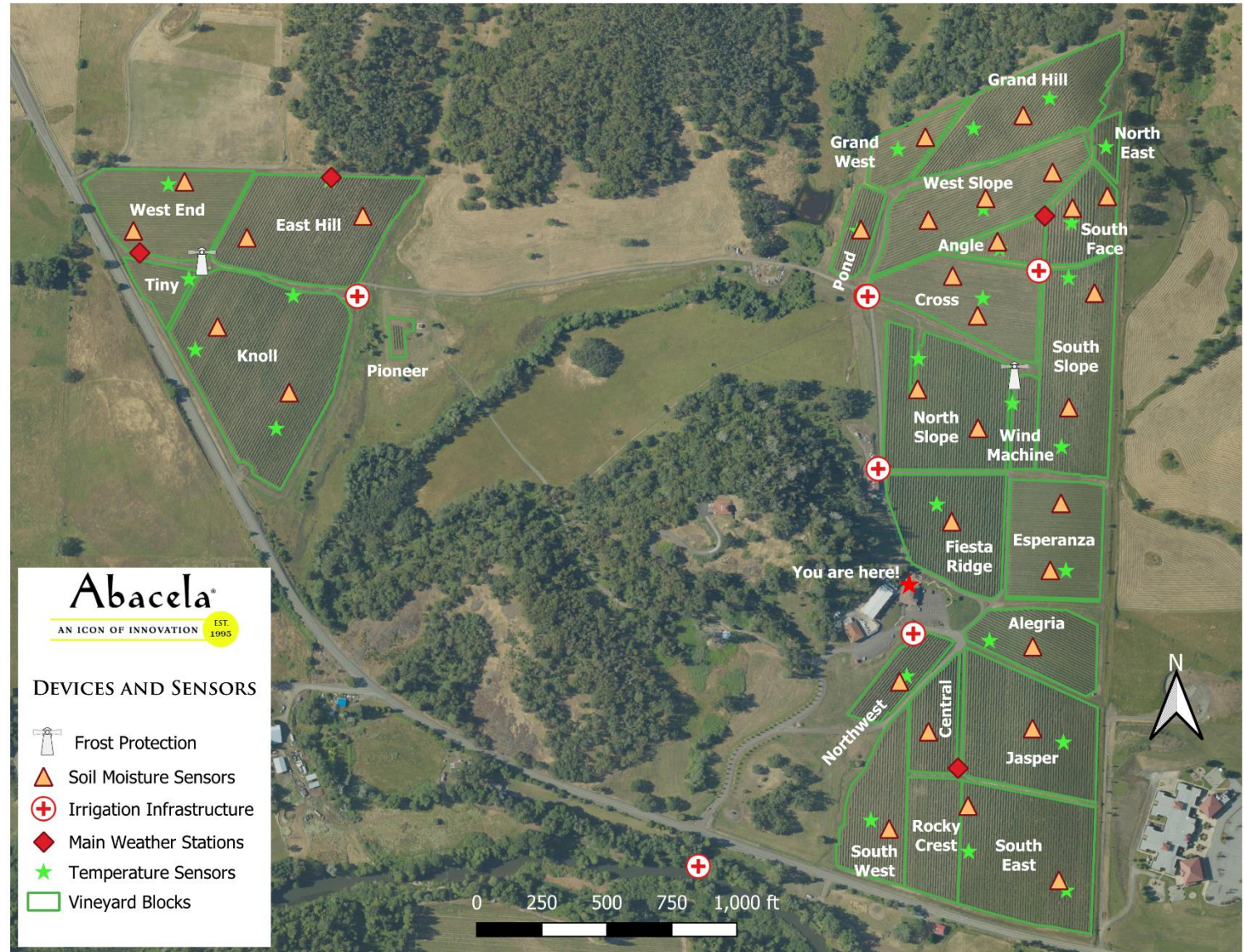
VARIETIES

- Abacela has been a pioneer in planting numerous varieties that had not been tried before in Oregon and the PNW.
- Over 25 varieties have gone through variety-site-matching trials at Abacela, with some not performing while others thrived. The result today is 17 varieties that are ideally suited to the site and its climate.
- Tempranillo is our flagship variety with 24.4 acres planted (see map). We grow seven different clones of Tempranillo planted on four different rootstocks, that are cane pruned to a vertical shoot positioned trellis.
- Abacela was the 1st Pacific Northwest and Oregon winery to grow, produce, and bottle 100% single varietal wines from the following grapes:
 - Cabernet Franc 1996
 - Tempranillo 1997 (possibly America's first)
 - Malbec 1997
 - Port-style Douro Valley variety-based wine 1999
 - Albariño 2001 (one of America's first)
 - Tannat 2008
 - Tinta Amarela 2010 (possibly America's first)
 - Touriga Nacional 2012
 - Graciano 2013
- Abacela is also home to the northern most commercial planting of Listan Prieto or the Mission grape. Found in a blackberry thicket in the early 2000s, this Spanish grape found its way to the original homestead in the early 1850s. Confirmed by DNA, the vines are now producing a traditional Angelica wine.



MEASURE TO MANAGE

- Abacela was founded by research, where understanding regional to site aspects of weather and climate along with variations in our soils was critical to success.
- Additional research on rootstocks, vine and row spacings, pruning and trellising methods, and other vine, fruit, and wine metrics are constantly evaluated.
- In the vineyard, Abacela believes the adage that to manage you need to measure. The result is one of the most observed vineyard sites.
- Abacela has four weather stations with a full range of sensors that deliver real time data to the internet.
- Abacela also has 27 temperature sensors that allow a finer scale assessment of site variations.
- Abacela has 30 soil moisture tubes that extend just over 3 feet into the soil (1 m) that allow for the measure of soil moisture levels across our vineyard blocks.
- Information from the soil moisture tubes is combined with pressure-bomb measurements of leaves and stems, where the vine water status can be compared to the soil moisture status for irrigation management.
- Abacela's irrigation management is based on only giving the vines what they need, when they need it. Managed at the block level we continuously look to maximize vine growth and productivity, while conserving water.



WINEMAKING

- Abacela's winemaking philosophy is simple:
 - Winemaking begins in the vineyard and the highest quality of a traditional style varietal wine is limited by the quality of the fruit when it leaves the vine.
 - The vintner's task is to study grapes and wine to achieve the potential instilled by Mother Nature.
 - Abacela's foremost goal is to preserve the fruit's character and quality all the way into the bottle.
- The principles that guide winemaking at Abacela include:
 - Only pick ripe fruit that will make expressive, varietal correct, terroir-driven wine.
 - Process grapes in small batches using a gravity flow system and minimal handling to preserve fruit integrity.
 - Gently extract skin-bound components that contribute aroma, flavor, color, texture, and mouthfeel to the wine.
 - Use oak barrels for elegevage but use new oak in moderation to avoid overwhelming the wine's natural flavor and aroma.
 - Filter wines only when necessary to preserve, not remove, the grapes' intrinsic characteristics.

