INNOVATION CONTINUES WITH SECOND GENERATION SISTERS MARIA AND LUISA PONZI WHO MAINTAIN A WINEMAKING TRADITION OF EXCELLENCE AND COMMITMENT TO SUSTAINABILITY. THIS FOUNDING OREGON WINERY HAS BEEN A LEADING PRODUCER OF BENCHMARK AMERICAN WINE FOR NEARLY 50 YEARS, CRAFTING SOME OF THE WORLD’S FINEST COOL CLIMATE EXPRESSIONS OF PINOT NOIR, CHARDONNAY AND PINOT GRIS.

FOUNDED IN 1970 BY DICK AND NANCY PONZI, PONZI VINEYARDS HAS CONTINUED TO SET THE STANDARD FOR PINOT NOIR PRODUCTION WITH ITS INNOVATION IN GRAVITY FLOW AND GENTLE HANDLING TECHNIQUES. DRAWING ON OLD WORLD METHODOLOGY, BURGUNDIAN TRAINED, WINEMAKER LUISA PONZI CRAFTS WINES OF DISTINCTION AND CHARACTER THAT REFLECT THE PONZI SIGNATURE STYLE.

MAINTAINING A FIRM COMMITMENT TO THE WINERY’S FOUNDING PRINCIPLES, THE PONZI SISTERS REMAIN DEDICATED TO PRODUCING WORLD CLASS WINES AND SUSTAINABLY GROWING THE BUSINESS FOR THE FUTURE.
In the late 1960’s, Dick and Nancy Ponzi uprooted their young family from their home in Los Gatos, California to pursue their dream of producing world class Pinot noir. After many research trips to Burgundy and an extensive search for the ideal location, they purchased 20 acres on a small farm southwest of Portland, Oregon. Contrary to the existing school of thought, the Ponzis believed the climate, soils and vineyard site met every need of noble cool-climate grape varietals. The Ponzi family planted their first Pinot noir cuttings, and in 1970 Ponzi Vineyards was founded.

The first four commercial barrels of Ponzi Pinot noir were produced in 1974. Two years later, the wine was released to the Oregon market. Since then, Ponzi
has been at the forefront of New World Pinot noir, Chardonnay and Pinot gris production. Driven by the concept that the variety must match the terroir and climate, Ponzi Vineyards has set the standard for Oregon and remains at the forefront of the nation’s top wine producers.

As pioneers and visionaries in the Oregon wine industry, the Ponzi family has played a key role in creating its foundation and ensuring its continued success. Their everlasting passion for food and drink extended even further, with the founding of BridgePort Brewing Company in 1984, Oregon’s first craft brewery, sold in 1995; and in 1998 the establishment of a culinary center in Dundee. The Ponzi Wine Bar opened that year offering Ponzi wines along with a stellar selection of Oregon producers. In 1999, The Dundee Bistro helped put the quiet town on the map, showcasing local wines with regional foods.
Luisa had always worked with her father in the winery; so the family was delighted when she expressed a deeper interest in winemaking as a young adult.

Luisa took a direct, ground-breaking path. Determined to study enology and viticulture from an exclusively Pinot noir perspective, she moved to Beaune, France to attend the famed region’s technical school. She was awarded the Certificate Professionnel D’Oenologie et Viticulture in 1993, the first American woman to earn such distinction.

Luisa took the reins from her father that fall and completed her first vintage as head winemaker. Over the next 20 years, Luisa proceeded to make her mark through innovative viticulture practices and winemaking techniques. She continues to educate herself through contacts with winemakers around the world and by attending winemaking conferences. She has been honored with awards and accolades, all contributing to the winery’s heightened stature in the national arena.
Growing up the daughter of a pioneering wine family, Maria has had the rare advantage of being directly involved in all areas of the business. Her favorite childhood chore was producing marketing pieces and presenting the wines, alongside her mother for the growing family winery. Through her life experience, she has gained a depth of knowledge allowing her to uniquely serve the state’s wine industry.

Maria graduated from the School of Journalism at the University of Oregon and worked in the publishing industry in Boston before returning home to the wine business in 1991.

Her current focus is growing the family business in the modern age of global wine sales. She is deeply committed to growing the region and is considered a leader in the Oregon wine community. Maria is also actively involved in promoting the state’s tourism.
Since 2000, all Ponzi vineyards have been LIVE Certified Sustainable, the highest international standard for sustainable stewardship of the land. A thorough set of guidelines requires low impact practices and encourages biodiversity. The combined goals are producing the highest quality wines while nurturing and protecting the terroir. Ponzi requires its growers to meet the same farming standards.

In 2008, the gravity-flow winemaking facility became one of the first to be certified by LIVE for both the environmentally-conscious building design and responsible winemaking practices.

From two generations and over 40 years of experience and experimentation, comes a unique planting technique developed by Luisa Ponzi, called Clonal Massale. A mix
“Each clone has a personality. Planting over 25 Pinot noir clones at random in a single block, and harvesting them at once, results in wines that are incredibly complex and balanced.”

of over 25 clones of Pinot noir, tailored to a specific site, are planted at random like wildflowers in a single block. Ponzi Vineyards has over 30 acres of vines planted this way. When vintage conditions combine with the wide array of ripeness, flavors, aromatics, textures and structure each clone brings, the wines arrive at a kind of perfect balance. While vintages move along a scale of cooler to warmer, balance can be maintained within a single site.
The Willamette Valley’s moderate climate and varied soils are the ideal home for wine grapes to grow and thrive. In the Northern-most part of the valley, the Ponzi family has found all the essentials necessary for producing high quality cool-climate grapes each vintage. All Ponzi vineyards, with the exception of the original Estate, reside within 5 miles of each other in what is known as the Chehalem Mountains AVA. This area is defined by Laurelwood soil, a basalt base covered with ice age windblown sedimentary soils. It is superb for the cultivation of Pinot noir, contributing rich and intense flavors to the wine.
Enthusiastically planted by the family in 1970, this vineyard is now considered historic, one of the oldest in the Willamette Valley.

With no information available about growing wine grapes in Oregon at the time, by default, this became an experimental site. The basics were learned regarding site, soil, elevation, exposure, varietals and growing cool climate wine grapes.

**PLANTED: 1970**  
**ELEVATION: 100-200 FEET**  
**EXPOSURE: SOUTHEAST**  
**ACRES: 12**  
**SOIL: HILLSBORO LOAM**

NANCY IS A FOUNDING DIRECTOR OF OREGON PINOT CAMP, A THREE DAY EDUCATIONAL TRADE EVENT.

ABETINA DEBUTS, PONZI’S FIRST SINGLE VINEYARD DESIGNATED PINOT NOIR, AT $85 PER BOTTLE.

ALL PONZI VINEYARDS ARE LIVE CERTIFIED IN ACCORDANCE WITH INTERNATIONAL STANDARDS FOR SUSTAINABLE VITICULTURE.
Abetina Vineyard is just two acres planted with over 20 Pinot noir clones, making it truly unlike any other vineyard in Oregon. The site was planted as part of the original Oregon Clonal Test in 1975. Whether it’s the soil, site, age or clonal diversity, Abetina consistently produces the most intensively flavored, elegantly nuanced grapes of all the vineyards. It is selected for a single-vineyard designate bottling in only the finest vintages.

**PLANTED: 1975**  
**ELEVATION: 450-500 FEET**  
**EXPOSURE: SOUTHEAST**  
**ACRES: 2**  
**SOIL: LAURELWOOD**

Madrona Vineyard is a 10-acre site that begins on the East perimeter of Abetina. Its Pinot noir vines, like Abetina, show tremendous fruit consistently year after year, and are usually selected for the Reserve blend.

**PLANTED: 1985**  
**ELEVATION: 300-450 FEET**  
**EXPOSURE: SOUTHEAST**  
**ACRES: 10**  
**SOIL: LAURELWOOD**

Luisa is honored as a “RISING STAR OF AMERICAN WOMEN WINEMAKERS” by WOMEN FOR WINESENSE.

Maria is recognized with the “OUTSTANDING SERVICE AWARD” by the Oregon Wine Industry.

The Oregon Wine Report focuses on Luisa as “ONE OF THE MOST FORMIDABLE WINEMAKERS IN THE COUNTRY.”
Building on experiments at other Ponzi sites, Aurora Vineyard, planted in 1991, features numerous comparative plantings, rootstock studies, clones and spacing variations.

One of the most notable plantings is an exact duplicate of Ponzi Abetina Vineyard, planted in 2005. The collection is now preserved on rootstock on the same soil, elevation and aspect as the original block.

**PLANTED: 1991-2006**
**ELEVATION: 300-600 FEET**
**EXPOSURE: SOUTHEAST**
**ACRES: 80**
**SOIL: LAURELWOOD**

**AMICI DI PONZI, THE PONZI CELLAR CLUB, IS INTRODUCED WITH GREAT RECEPTION.**

**MARIÁ'S VISION FOR AN OREGON WINE WALK OF FAME IS REALIZED IN DUNDEE, HONORING INDIVIDUALS KEY TO THE OREGON WINE INDUSTRY.**

**SCREW CAP TECHNOLOGY IS INTRODUCED TO PONZI WINE PRODUCTION.**
A new experiment of plantings on a northwest-facing slope, Avellana Vineyard was established in 2006. The site is planted to 25 acres of Pinot noir, Chardonnay and Pinot gris.

At Avellana, each Pinot noir block is planted Clonal Massale, meaning a mix of two dozen clones are planted at random. The family believes that the diversity of clones yields more interesting and consistent wines despite vintage variability.

**PLANTED: 2006-2014**
**ELEVATION: 340-600 FEET**
**EXPOSURE: NORTHWEST**
**ACRES: 25**
**SOIL: LAURELWOOD**
“WE AIM TO CRAFT COMPLEX, ELEGANT WINES WITH FRUIT OF DIVERSE SOILS, ELEVATIONS, CULTURES AND AGE.”

2008

THE WINE ADVOCATE ACKNOWLEDGES THE WINERY AS “A REFERENCE POINT FOR AMERICAN PINOT NOIR WITH WINEMAKER LUISA PONZI AT THE TOP OF HER GAME.”

2008

CONSTRUCTION IS COMPLETED AND THE FIRST VINTAGE IS PROCESSED AT THE NEW STATE-OF-THE-ART PONZI WINERY.

2009

MARIA MEETS WITH DANIEL SHANKS, THE USHER OF THE EXECUTIVE RESIDENCE AT THE WHITE HOUSE, A SUPPORTER OF PONZI WINES.
For Winemaker Luisa Ponzi, the wealth of variables in the vineyard and in the cellar present a palette of flavors, structures, aromas and textures for her to create her final blends. In addition to Ponzi vineyards, long term relationships with local growers are critical. Luisa’s goal is to create wines that are balanced, intriguing and pleasurable, all encompassing the Ponzi signature style.

In 2006, Ponzi Vineyards purchased 42 acres in the Chehalem Mountains and set sights on the construction of a new winery. Designed by Dick Ponzi, this facility is the realization of a 40-year-old vision and is state-of-the-art, both in winemaking function and environmental design. With 30,000 square feet, there is room to work and grow. In 2013, a modern new tasting room and offices were established, designed and built by Maria’s husband, Brett Fogelstrom, of Fogelstrom Design Build.

Top: The original winery (1970)
Above: The state-of-the-art, gravity-flow winery

A SUSTAINING WINEMAKING LEGACY

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PONZI VINEYARDS CELEBRATES 40 YEARS OF PRODUCING WORLD CLASS WINES AND PROMOTING OREGON’S WILLAMETTE VALLEY.

WINE WRITER PAUL GREGUTT MENTIONS “LUISA PONZI... ONE OF THE BRIGHTEST STARS AMONG THE NEW GENERATION IN OREGON” IN WINE ENTHUSIAST.

NEW PACKAGING FOR THE WILLAMETTE VALLEY SERIES DEBUTS WITH THE RELEASE OF THE 2011 PONZI PINOT GRIS.
A VIEW INSIDE THE WINERY

1. RECEIVING
   Fruit arrives to the receiving room and is processed the same day it is picked.

2. FERMENTATION
   The large square footage of this level allows for many small lot fermenters. Native yeasts are encouraged.

3. BARREL AND TANK ROOMS
   The third level houses stainless steel tanks and the barrel room. The cellar holds over 800 French oak barrels on average per year.

4. WAREHOUSE AND BOTTLING
   The lowest level is home to the bottling line and warehouse, where finished wines are packaged and shipped to their final destinations.

2012
MICHEL PONZI RETIRES FROM THE WINE BUSINESS TO PURSUE OTHER VENTURES. PONZI BECOMES ONE OF THE FEW SISTER-RUN WINERIES IN THE COUNTRY.

2013
A STATE-OF-THE-ART, MODERN TASTING ROOM OPENS AT THE SITE OF THE WINERY, ESTABLISHING COLLINA DEL SOGNO AS A WINE COUNTRY DESTINATION.

2013
“CIN CIN” A FESTIVE SPARKLING PINOT NOIR BRUT ROSÉ DEBUTS.
The winemaking process begins with attentive vineyard hand labor and ends with gentle cellar handling. Luisa’s longtime, loyal vineyard crew consistently achieves the highest quality fruit through their intimate knowledge of each vineyard. In the cellar, gravity is utilized from grape to bottle in every step of the process. Luisa continues to innovate in the cellar with gentle handling.

Luisa’s expertise is drawn from her Old World views and New World wisdom. In 2004, the winery transitioned from cork to screwcap closures to ensure each bottle retained freshness and true to varietal character.

Variations of vine spacing, trellis systems, pruning and plant selection are critical to crafting consistent, high quality wines. At Aurora Vineyard, Luisa has experimented

MARIA IS THE 2013 PRESIDENT OF OREGON PINOT CAMP.
THE DUNDEE BISTRO CELEBRATES ITS 15TH ANNIVERSARY.
MARIA IS PROMOTED TO PRESIDENT, OVERSEEING ALL BUSINESS OPERATIONS.
CUGINI, A NON-ALCOHOLIC, SPARKLING GRAPE JUICE IS UNVEILED AND IS ONE OF THE FIRST OF ITS KIND IN THE VALLEY.
with various clones, including the Dijon series of Pinot noir matched to well-suited rootstocks.

Luisa’s innovative viticulture technique Clonal Massale has greatly advanced the quality of Ponzi Pinot noir. The concept of encouraging diversity in the vineyard to craft more complex and balanced wines is revolutionary among Oregon vintners.

Ignited by her Burgundian past, Luisa’s enthusiasm and dedication to Chardonnay have encouraged her leadership in clonal trials and production techniques, resulting in a revitalization of the variety in Oregon. One result of Luisa’s detailed observation was her early selection of Dijon clones matched specifically to our vineyard sites, which created a leap in Chardonnay quality. National recognition for Willamette Valley Chardonnay has followed, along with the introduction of single vineyard bottlings.

“COMBINING OLD WORLD TECHNIQUES WITH NEW WORLD WISDOM AND TECHNOLOGY, ENSURES CONSISTENT WINES FROM VINTAGE TO VINTAGE.”

RENEWED WINE WRITER HUGH JOHNSON NOTES PONZI AS A “LEGENDARY PRODUCER NOW IN 2ND GENERATION MAKING EXCELLENT WINES.”

THE AURORA CHARDONNAY IS RECOGNIZED WITH 96 POINTS FROM WINE ENTHUSIAST AND NAMED TO THE TOP 100 LIST.

THE WINERY MOVES ITS NATIONAL DISTRIBUTION TO THE VINTUS WINE PORTFOLIO.
“THE CAREFULLY CULTIVATED GRAPES MAKE THEIR JOURNEY FROM THE VINE TO THE WINERY AND FINALLY, TO OUR TABLE. UNIVERSALLY, FAMILY AND FRIENDS GATHER AROUND THE TABLE, SHARING SIMPLE FOOD, GOOD WINE AND HONEST CONVERSATION. THE PRESERVATION OF THIS TRADITION IS AT THE HEART OF OUR WINEMAKING. WE HOPE YOU ENJOY OUR WINES AT YOUR TABLE AND CREATE WONDERFUL MEMORIES AND TRADITIONS OF YOUR OWN.”
PONZI PINOT NOIR
“CONSISTENT EXCELLENCE”

RESERVE
This cuvée showcases the finest fruit from Laurelwood soils in the Chehalem Mountains AVA and exhibits aromas of white pepper, black plums, dark chocolate and exotic spices. The mouth is full and lush, dominated by black or blue fruits, followed by a long lingering finish of fine tannins and acidity.

ROSE
Beautiful in the glass and on the palate, Pinot noir for this rosé is specifically sourced from high elevation vineyards in the Willamette Valley. The aromas of watermelon hard candy, flavored with just a hint of orange blossom precede the mouth-filling flavors of ripe strawberries and cream. There’s a touch of sweetness in the finish, balanced by refreshing acidity.
CLASSICO
This classic expression of Oregon Pinot noir is created from vineyards throughout the Willamette Valley. The wine elegantly balances a wide profile of fruit flavors and aromas with a complex mid-palate. Find flavors of spiced cherries, cassis and raspberry, finishing with a firm, bright, softly tannic and lengthy finish.

TAVOLA (tah’-vo-la)
This wine for the everyday table is made entirely from Willamette Valley Pinot noir, aged in French oak barrels and blended for a delicious early release. A blend of younger vineyards, this cuvée presents an extremely perfumed nose of spice and fruit, the mouth full and fruit-driven leading to a long finish with soft tannins.
Single vineyard bottlings from Ponzi Vineyards debuted in 2000 with the 1998 Ponzi Abetina Pinot Noir. The inaugural bottling of Abetina Vineyard signified a new generation of high end, cellar-worthy wines from the brand. This bottling also sets the standard by which Ponzi Vineyards continues to stand today—only vineyards expressing exceptional qualities in the finest vintages will be bottled as single vineyard designates. They include:

- **ABETINA**
- **ABETINA 2**
- **AURORA**
- **AVELLANA**
- **MADRONA**
- **VIGNETO**
After more than two decades of dedication to the study and understanding of Chardonnay, Ponzi Vineyards is among a handful of producers crafting a distinctive style that is uniquely Oregon. In the finest vintages, Luisa Ponzi makes barrel selections from her favorite blocks to craft single vineyard designates. An unparalleled combination of bright acidity, texture and freshness of fruit on the mid-palate are the hallmark of Ponzi single vineyard Chardonnay. Including:

- AURORA
- AVELLANA
PONZI CHARDONNAY

RESERVE
The Ponzi Chardonnay program has evolved out of more than 30 years of research and Luisa’s strong passion for the noble varietal. Artful blending of many barrels of Dijon clone Chardonnay create the Reserve cuvée; a bottling that offers a broad, silky mouth, reminiscent of crème brûlée, with graceful structure, underlying minerality and a long, bright finish.

CHARDONNAY
100% stainless steel fermented, this wine is straw colored, with aromas of caramel and hints of star anise, cardamom and citrus blossom. The flavors express minerality with kiwi, pineapple and ripe yellow plums while the finish is bright with a hint of sweet fruit.
PONZI SIGNATURE WHITES

PINOT GRIS
Introduced to the Estate Vineyard in 1978, before the variety was known in the United States, this wine is noted for aromas of vanilla bean, pear and almond, with fresh quince and golden apple sweetness on the finish.

PINOT BLANC
When Aurora Vineyard was planted in 1991, a portion of the site was planted to true Pinot blanc. With aromas of tropical fruit, flavors of green apple and honeydew melon are revealed, finishing on a note of citrus.

RIESLING
Among the original plantings established in 1970, Luisa carries on family tradition with a dry Riesling. Notes of white peach, melon and lively acidity add to this vibrant wine.
ARNEIS
This rare Italian varietal was planted to five acres in 1991 at Aurora Vineyard. Ponzi Vineyards is one of just a handful producers in the United States. The lively flavors of melon and pear are followed by a bright, elegant finish.

DOLCETTO
Another varietal native to Northern Italy, Dolcetto is planted in a two-acre block at Aurora Vineyard. A deeply colored red wine, Ponzi Dolcetto offers spicy aromas of white pepper, mint and cassis. Mouth flavors are of ripe blackberries and grape jelly with a bright, very long, broadly tannic, firm finish.

Visit ponziwines.com/trade for more information.
“VINO GELATO”
This dessert wine is made from very ripe Riesling and Muscat grapes, pressed immediately after harvest. The juice is frozen and only the most intensely sweet juice is melted off. This wine’s acidity keeps the finish bright.

“CIN CIN” BRUT ROSÉ
Crafted from Pinot noir in the méthode champenoise, this sparkling wine debuted in 2013 with just 100 cases.

“CUGINI”
Representing the spirit of the youngest members of the Ponzi family, the eight cousins, this sparkling, non-alcoholic grape juice is both sparkling and flavorful.
OREGON’S WINE COUNTRY
DESTINATION

PONZI VINEYARDS WINERY
Set atop a Northwest facing Chehalem Mountains slope, the state-of-the-art winery and modern tasting room are surrounded by the majestic Avellana Vineyard.

Experience the tasting room’s fireside seating, covered terrace and bocce ball courts. Ponzi wines are served tableside or at the bar. Enjoy panoramic views of the vineyard and valley. Private tours of the state-of-the-art winery are available by appointment.

OPEN DAILY, 11-5:30PM
19500 SW MOUNTAIN HOME RD
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EXPERIENCE PONZI WINES

CELLAR CLUB
The Amici di Ponzi cellar club celebrates wine, food and hospitality with a selection of wines shipped to your door and exclusive member events throughout the year.

PONZI HISTORIC ESTATE
Walk one of the state’s oldest vineyards, where the pioneering winery was founded. Visit the original tasting room and enjoy selections from Ponzi Vineyards and Hamacher Wines.

WINERY & PRIVATE EVENTS
Experience the wines and beautiful Willamette Valley setting with exclusive winemaker dinners, seminars and other exciting events throughout the year. Or host a private event of your own that is truly inspiring. From anniversary parties to executive dinners and retreats, Ponzi Vineyards offers inclusive event coordination, a team of hospitality professionals and access to the entire portfolio of Ponzi wines.

LEARN MORE AT PONZIWINES.COM