

Question and Answers: Ponzi Family Perspective:

1) Why did the Ponzi family sell?

With the current growth and recognition of the Willamette Valley over the years, many interested parties have inquired about acquiring the winery, but the Ponzi family never took them seriously. The family has always been concerned about preserving the legacy of Ponzi Vineyards and maintaining the family's high quality standards. When the opportunity with Bollinger was presented, the Ponzi family began a conversation, seeing the alignment between the two families in terms of quality, tradition, longevity and our core varietals. Having an iconic family like Bollinger taking on a shared commitment to those same values made this transaction a natural next step for the winery's responsible growth and re-affirms the valley as one of the world's greatest wine regions. The Ponzi family feel Bollinger prominence and infrastructure has the ability to continue to enhance the brand and move it forward in great ways.

2) What's next for the Ponzi family?

The Ponzi family has retained the majority of the family-owned vineyards which are all situated in the LWD District AVA. They will continue to farm them and sell the grapes back to Ponzi Vineyards under a long-term contract. The Ponzi family is deeply rooted in the region and plans to continue to be involved in the wine community in helping to bring continued success to Ponzi Vineyards.

3) How will things change?

The Bollinger family is committed to continuing the legacy of the Ponzi brand and continuing to develop it in the national market, supporting retail sales and in select export markets. All of the Ponzi employees will be retained, while the vineyards will also continue to provide fruit to the winery. Anna Maria will support the winery during the transition period between the Ponzi Family and the Bollinger family. Luisa will remain as Director of Viticulture and Winemaking of Ponzi under the incoming new CEO. Both families look forward to continued success.

4) Will the wines change? Will there be new sparkling wines?

The current portfolio will remain, with wines produced from the same vineyard sources with a continued focus on the core varietals of Pinot Noir and Chardonnay. Luisa Ponzi will remain Head Winemaker and Director of Viticulture, and also become part of the Bollinger family oenology team.

The Bollinger family wineries specialize in both Pinot Noir and Chardonnay (sparkling in Champagne and still wines in Burgundy). Bollinger's main objective for the moment is to focus on the still wines with Ponzi; with an aim of gaining more visibility with the Pinot Noir, Pinot Gris and Chardonnay in the National market and to continue to develop the retail business.

5) Does Luisa plan on spending time with the winemakers from the Bollinger family's other estates, namely Ayala, Bollinger and Chanson?

Luisa has been a mentor to many winemakers across the globe with her strong belief that collaboration is not only enjoyable, but an important component when the objective is to produce wines of the highest quality. It is then natural that Luisa will become part of the Bollinger family oenology team, which benefits all of the family's domains by connecting each winemaking team together to collaborate and share ideas.

6) Why is the Bollinger family making an investment in the US?

While the US market is the first export market in value for Champagne, Cognac and Sancerre and the second export market in value for Burgundy, the Bollinger family has prioritized strengthening this export market and growing deeper roots with American consumers. The goal is to offer them what they are drinking the most (American wines) via a legacy US winery, while building their knowledge of the SJB family of brands.

The main reason SJB selected a Willamette Valley winery is based on the latitude of this region, and its climate similarities to that of Burgundy and Champagne. Winters and summers in the region are mild, making ideal growing conditions for quality Pinot noir and Chardonnay. It is also a region that welcomes wine tourism and Ponzi's accessibility to Portland offers a wonderful escape for wine lovers to visit and share memorable experiences around wine.

7) Why Ponzi Vineyards?

SJB found an ideal fit in Ponzi Vineyards as it aligns with the group's French property holdings, which are also legacy wineries (Bollinger and Ayala in Champagne, Chanson in Burgundy, Delamain in Cognac and Langlois-Chateau in Loire Valley). Ponzi Vineyards was one of the earliest to recognize the potential of this region, taking a huge risk to plant some of the first Pinot Noir in the late 1960's. The family also farms 130 vineyard acres, of which 35 will be purchased with a long-term contract for the balance. Additionally, the estate is exceptionally beautiful and its hospitality spaces are accessible to the Portland area providing unique wine country experiences to its visitors.

8) What are the characteristics of Oregon terroir?

The Willamette Valley, nestled between the Coast and Cascade ranges, provides the ideal balance of temperature, humidity and soil for cool climate varieties that are grown there. There are three major parent soil types where grapes are grown: volcanic, marine sediments and loess/volcanic. The Willamette Valley's warm, long days and cool nights during the growing season allow the fruit to develop flavor and complexity while retaining their natural acidity. The wines tend toward spice, fresh fruit, intensity of flavor and depth with bright acidity and structure, reflecting the terroir of the place they are grown.

9) What about the risks of fire on the West coast?

The wildfires of 2020 were unprecedented in Oregon. The challenges they presented allowed the Ponzi team the opportunity to learn how to better prepare and respond to any future occurrence. Fortunately, the Oregon wine community is very close and therefore the wineries including Ponzi were able to work collaboratively and quickly found solutions to shared concerns. Additionally, the Ponzi team are very aware of climate change and recognize it is something all wineries and regions must face together to protect the land for future generations.