

PONZI

VINEYARDS

Est. 1970



Luisa Ponzi

Director of Winemaking & Viticulture

Luisa Ponzi graduated from Portland State University, Oregon, in 1990 with a Bachelor of Science degree. For post-graduate education, she moved to Beaune, France, focusing on enology and viticulture. Following the required curriculum, Luisa apprenticed with Burgundian producer, M. Christophe Roumier of Chambolle Musigny, as well as with Italian producer Luca Currado of Vietti in Piedmont. In 1993, Luisa was awarded the Certificate Brevet Professionnelle D'Oenologie et Viticulture, at the time the first American woman to earn such distinction.

Returning to the family winery in 1993, Luisa assumed direction of all phases of winemaking at Ponzi, effectively combining her knowledge of Burgundian practices with her uniquely personal lifelong skills honed from years observing and working with her father, himself a highly regarded winemaker.

Throughout her career, Luisa has had the honor of serving on an array of industry boards: The Board of the International Pinot Noir Celebration, the Chemeketa Wine School Advisory Board, the Assemblage Advisory Board, which supports women and diverse communities within the wine industry; past President and continuing Board member of Chehalem Mountain Winegrowers Association and current Vice Chair of LIVE, the Sustainable Certifier of Northwest wineries and vineyards.

In 2001, Luisa and her husband, winemaker Eric Hamacher, developed the concept and reality of the Carlton Winemakers' Studio, the first of its kind, designed and constructed to permit independent wineries to work in a shared space with shared equipment.

In 2020, Luisa spearheaded the successful creation, application and adoption of the Willamette Valley's newest AVA, the Laurelwood District, based on a distinct soil, Laurelwood. Luisa and her wines have been recognized with awards and accolades; all have contributed to the stature of Ponzi Vineyards in the national arena.

In the spring of 2021, Luisa and her sister Maria, President of Ponzi Vineyards, completed the sale of Ponzi to the Bollinger family of Champagne. Winemaking and Viticulture at Ponzi will remain under Luisa's full direction, as well as her management of the Ponzi Family's remaining 100 acres of prized vines which are contracted back to Ponzi Vineyards.

Luisa, Eric, their four children and assorted farm animals live atop a Chehalem Mountain slope, home to their Paloma vineyard with views of the beautiful Willamette Valley vineyards and orchards. Over the past three decades, Luisa's energy, love of wines, the mysteries of winemaking, her range of skills and dedication have contributed to the 50 years of Ponzi's acknowledged tradition of producing grapes and wines that shine among the world's finest.

ACCOLADES

Industry Leader by Wine Business
Monthly in 2019

"Luisa Ponzi... one of the brightest stars
among the new generation in Oregon."

- Paul Gregutt, September 2011

"Ponzi Vineyards remains a reference point
for American Pinot Noir with winemaker
Luisa Ponzi at the top of her game."

- Robert M. Parker's The Wine Advocate,
October 2008

"By adding academic knowledge to her
unparalleled experience learning from
her father, Luisa Ponzi has become one of
the most formidable winemakers in the
country."

- Oregon Wine Report, June 2002