In the late 1960’s, Dick and Nancy Ponzi moved their young family to Oregon to pursue a 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 just southwest of Portland, Oregon. Contrary to the beliefs at the time, they knew the climate, soils and vineyard site met every need of cool-climate grape varietals. The Ponzi Family planted their first Pinot noir cuttings, and in 1970 Ponzi Vineyards was founded.

In 1974, their first four commercial barrels of Pinot noir were produced. They released the wine to the Oregon market two years later. Since then, Ponzi Vineyards has become internationally acclaimed for its Pinot noir, Chardonnay and Pinot gris, setting the standard for Oregon and remaining at the forefront of the nation’s top wine producers.

Now nearly fifty years old, Ponzi Vineyards is thriving under the ownership and management of the second generation. The Ponzi Sisters—Winemaker Luisa Ponzi and President Anna Maria Ponzi—are established leaders in the industry after more than two decades at the helm of the company.

Ponzi Vineyards now owns and farms over 160 acres in the Chehalem Mountains AVA of the Willamette Valley. All vineyards are LIVE certified, the world’s highest standard for sustainable viticulture. Ponzi Vineyards also holds long-term contracts with many of the best growers in the region, whose vineyards are also certified sustainable.

In 2006, Ponzi Vineyards purchased 42 acres on a Chehalem Mountains slope and planted 20 acres of Pinot noir, Pinot gris and Chardonnay. Two years later, they completed a 30,000 square foot, state-of-the-art winemaking facility designed by Dick and Luisa Ponzi. The 2008 harvest was the first processed at the new four-level, gravity-flow winery. The winery is also among the first to be certified by the LIVE organization for its environmentally-conscious design and sustainable winemaking program.

At the same property, a modern new tasting room opened to the public in 2013. Designed by Anna Maria Ponzi’s husband, Brett Fogelstrom of Fogelstrom Design Build, the tasting room maximizes the site’s vineyard and valley views and was the first in the region to offer guests a sit-down tasting experience.

In 2018, Ponzi Vineyards unveiled The Laurelwood, a new hospitality space adjacent to the tasting room. Also designed by Fogelstrom Design Build, The Laurelwood exemplifies modern elegance with rustic roots and was created to offer an elevated hospitality experience, where food and wine are brought together against a backdrop of vineyard and valley views. Grounded in Willamette Valley history, local artisans and craftspeople were brought in to contribute to the space.

As pioneers and visionaries in the Oregon wine industry, the Ponzi Family played a key role in creating its foundation. With Anna Maria Ponzi’s appointment to the Oregon Tourism Commission in 2018 and Luisa Ponzi’s ongoing viticultural innovations, they are perfectly poised to ensure the industry’s future success.

For a 45 year timeline, visit www.ponzivineyards.com
Luisa Ponzi is the second-generation Winemaker of Ponzi Vineyards. Through her extensive education, skill, and hard work, Ponzi Vineyards has grown into a wine-industry leader that produces nearly 50,000 cases annually and farms over 160 certified-sustainable vineyards. Luisa’s winemaking approach is one of constant experimentation with innovative agricultural methods and new wine varietals. She was the first American woman to be awarded the Certificate Brevet Professionnelle D’Oenologie et Viticulture. She is the current president of the Chehalem Mountains Winegrowers Association and sits on the advisory board for LIVE (Low Input Viticulture and Enology). Luisa is widely regarded as one of the country’s leading winemakers.

Her training began at a young age at the side of her father and winery co-founder Dick Ponzi, learning every aspect of winemaking. This education provided her with a unique and strong foundation on which to build her legacy of crafting wines with minimal handling, letting the wines and soil speak for themselves.

After graduating from Portland State University in 1990 with a Bachelor of Science, Luisa trained in Beaune, France. She apprenticed with Burgundian producer M. Christophe Roumier of Domaine Roumier in Chambolle-Musigny, France; Chardonnay master Dominique Lafon of Domaine des Comtes Lafon in Meursault, France; and with Italian producer Luca Currado of Vietti in Piedmont, Italy.

In 1993, after receiving the Certificate Brevet Professionnelle D’Oenologie et Viticulture, she returned to assume the role of Winemaker at Ponzi Vineyards. The following year she released an Arneis, making her the first in the US to produce the rare varietal.

Currently, Luisa co-owns and operates the winery. She oversees a team of enologists and associate winemakers, consistently producing benchmark Pinot noir, Chardonnay, Riesling, Pinot gris, Pinot blanc, Arneis and Dolcetto. She has also begun producing Sparkling Brut Rosé and Blanc de Blanc.

Luisa has also traveled extensively to prominent wine regions, including Australia, New Zealand, Germany, Austria, Slovenia, and the US in order to continue her education from other world-class producers. She maintains contact with winemakers around the globe, regularly attending tastings and conferences and sitting in panels and seminars to share her experience and knowledge, thereby improving the quality of wines throughout the industry.

She is nationally recognized as one of the foremost winemakers in the country with a reputation for innovation and excellence. Her winemaking approach involves experimenting with grapes from various elevations, soil types and clones. She operates a LIVE-certified gravity-flow winery, which preserves varietal character and aids the retention of flavor and aromatics. She has also developed an innovative new planting method called Clonal Massale™, a technique that creates complex wines expressive of the terroir and highlights her ongoing commitment to exploring new ideas for the benefit of the entire industry.

Luisa also continues her work of over 25 years setting the standard for Oregon’s style of Chardonnay, and recently she led the way for the designation of a new Laurelwood AVA, a sub-designation within the Chehalem Mountains AVA. Drawing from her rich background and pioneering spirit, Luisa continues to push Ponzi Vineyards and the Oregon wine industry to greater prominence.
Anna Maria Ponzi is the President and second-generation vintner of Ponzi Vineyards. Founded in 1970 by her parents, Dick and Nancy Ponzi, Anna Maria and her sister, Winemaker Luisa Ponzi, have been operating the winery for more than 25 years. They have grown the business into a wine-industry leader that produces nearly 50,000 cases annually, farms over 160 certified-sustainable vineyards, experiments with innovative viticultural techniques, and is active in philanthropic organizations. Anna Maria currently sits on the board of Travel Oregon, Travel Portland and the ¡Salud! Pinot Noir Barrel Auction, and has served terms on the Oregon Wine Board, Oregon Pinot Camp and the Willamette Valley Wineries Association. She is an active presence in Oregon's wine and travel industries.

Anna Maria’s roots as the daughter of a pioneering wine family give her the strong advantage of being educated in all areas of the wine business. This unique experience and skill set allows her to serve the state’s wine industry in myriad ways, including acting as an ambassador for Oregon wine growers internationally and developing tourism in Oregon wine country.

In 1987, Anna Maria graduated from the School of Journalism at the University of Oregon. She moved to Boston and worked in publishing before returning home to Ponzi Vineyards in 1991, assuming the position of Director of Sales and Marketing.

She became the Winery President in 2013. Under her leadership, Ponzi Vineyards is experiencing continued growth and success as one of the nation’s most respected wine producers.

In 2013, she opened the winery’s modern tasting room, establishing Ponzi Vineyards as an exceptional wine country destination with one of the region’s first sit-down tasting experiences. In 2018, she unveiled The Laurelwood, an elegant event space designed in collaboration with her husband Brett Fogelstrom of Fogelstrom Design Build, paying homage to her parents’ legacy while looking forward into a prosperous future.

In 2018, Governor Kate Brown and the state senate appointed Anna Maria to the Oregon Tourism Commission, a semi-independent, nine-member board created by the Oregon Legislature to govern the Travel Oregon staff and programs. She works extensively with local communities, industry associations, government agencies and private businesses to implement strategic advertising and marketing plans that promote and develop tourism in Oregon.

Anna Maria and her husband are currently establishing a vineyard of their own called issimo atop the winery property. She is a devoted mother of two adult children and is committed to improving the lives of local foster youth through her board positions on various non-profit organizations.
DICK & NANCY PONZI

Born in California, Nancy studied at The University of Mexico in Mexico City, El Camino College and West Valley College in California, where she completed the Association Montessori Internationale Primary Education Course.

Dick Ponzi was born in Michigan in 1934 to Italian immigrants. He graduated from the University of Michigan, Ann Arbor, with a Mechanical Engineering degree. He moved to California, where he worked in the aerospace industry as a structural design engineer and held the position of project engineer for a firm that designed and fabricated rides for DisneyLand and DisneyWorld.

The couple married in 1962. In 1969, they moved with their children to Portland, Oregon, and founded Ponzi Vineyards in 1970. From his first vintage in 1974, Dick was recognized for his enological and viticultural innovations and for setting the standard for Oregon Pinot noir. He fabricated machinery and winemaking techniques now commonplace in many wineries, his Pinot noir was among the first in Oregon and he planted some of the first commercial Pinot gris in the US in 1978.

In the early years, Nancy taught at West Hills Montessori School and Portland Community College, where she was an instructor of yoga, wine appreciation and cooking. Dick also taught at PCC as a Professor of Engineering.

The couple were very active in the community. Nancy co-founded The Consumers’ Food Council, was a registered environmental lobbyist at the Oregon Legislature and wrote a weekly column for The Hillsboro Argus. Dick was a founding member and first president of the Oregon Winegrowers Association, where Nancy also held various offices. Both were founding Directors of the Oregon Wine Advisory Board. Additionally, Nancy was President of the Washington County Women’s Federation, a founding Director on the Board of Washington County Visitors Association, a founding Director of the Washington County Wineries Association, co-founder of Oregon Pinot Camp, co-founder of the International Pinot Noir Celebration and co-founder of ¡Salud!, a fundraising event to provide low-cost healthcare to vineyard workers and their families.

In 1984, Dick and Nancy opened Oregon’s first craft brewery, BridgePort Brewing Company. They later opened the Ponzi Wine Bar in 1998 and The Dundee Bistro in 1999.

In 2008, Dick designed a state-of-the-art, sustainable gravity-flow winery for Ponzi Vineyards. He is currently designing innovative equipment for the bean-to-bar chocolate industry. Nancy remains active in Oregon wine industry promotions and recently published The Ponzi Vineyards Cookbook. They both continue to be active in the region they love so much and regularly attend wine industry events. Ever devoted to their family, they most enjoy spending time with their eight grandchildren and traveling the globe on adventures.
OUR WINES

The carefully cultivated grapes make their journey from the vine to the winery and, finally, to the table. Universally, family and friends gather around, sharing simple food, good wine and honest conversation. The preservation of this tradition is at the heart of our winemaking.

PINOT NOIR

Reserve
Showcases the finest fruit from our Laurelwood soils in the Chehalem Mountains AVA. Exhibits white pepper, black plum, dark chocolate and exotic spices.

Classico
Created from exceptional vineyards throughout the Willamette Valley, resulting in a classic expression of Oregon Pinot noir. Displays balance and nuance.

Tavola
Made for the everyday table from a blend of younger vineyards. Presents a perfumed nose of spice and fruit, with a full and fruit-driven mouth.

Rosé
Crafted from fruit sourced from high elevation vineyards in the Willamette Valley. Has flavors of ripe strawberries and cream with refreshing acidity.

Single Vineyards
Crafted only from vineyards expressing outstanding qualities in the finest vintages. They include: Abetina, Abetina 2, Aurora, Avellana, Madrona, Vigneto.

CHARDONNAY

Reserve
Evolved from more than 30 years of research, Winemaker Luisa Ponzi’s passion for this noble varietal comes through in this bright, graceful wine.

Single Vineyards
Marked by an unparalleled combination of bright acidity, texture and freshness of fruit in the finest vintages. They include: Aurora and Avellana.
Pinot Gris
Noted for aromas of vanilla bean, pear and almond, with fresh quince and golden apple sweetness on the finish.

Old Vine Pinot Gris
Crafted from some of the oldest Pinot gris vines in the US, planted by the Ponzi Family in 1978. Barrel fermented with a bright finish.

Pinot Blanc
Produced from true Pinot blanc plantings. Aromas of tropical fruit, flavors of green apple and honeydew melon with a note of citrus.

Riesling
Among the original plantings established in 1970, dry and food-friendly. Note of white peach, melon and a lively acidity.

Arneis
Produced by just a handful of wineries in the US, a rare Italian varietal. Lively flavors of melon and pear with a bright, elegant finish.

Dolcetto
Native to Italy and deeply colored with medium body. Spicy aromas of white pepper and mint with flavors of ripe blackberries and grape jelly.

Vino Gelato
Made from very ripe Riesling and Muscat grapes, pressed and frozen immediately after harvest. Sweet with nice acidity and a bright finish.

Sparkling Brut Rosé
Crafted from 70% Pinot noir and 30% Chardonnay sourced from our highest elevation site and the original Ponzi Estate vineyard. Flavors of dried apricot and quince with a hint of Frangelico.

Cugini
Representing the spirit of the youngest member of the Ponzi Family. Sparkling, non-alcoholic grape juice.
From vineyard to cellar, we are committed to responsible stewardship of the land and our communities. A delicate “hands-on” winemaking approach preserves varietal character and ensures the protection of our environment. Our commitment to preserving and promoting the region’s bounty is reflected in an active support of Oregon’s land use goals, sustainable agricultural and business practices, and a dedication to the wines, foods and products of the Willamette Valley.

The Ponzi Family owns and farms over 160 acres of LIVE-certified vineyards, the world’s highest standard for sustainable viticulture. Ponzi Vineyards also continues to hold long-term contracts with many of the best growers in the region whose vineyards are also certified sustainable. In 2008, the new four-level, gravity-flow winemaking facility was among the first to be certified by LIVE.

**SUSTAINABLE FARMING PROGRAM**

**ANNUAL COVER CROPS**
- Add nitrogen as well as other nutrients to the soil
- Deter compaction
- Encourage diversity of insects
- Retain water in the soil
- Prevent soil erosion
- Suppress weeds

**UNDER-VINE MAINTENANCE**
(‘Roundup is the conventional choice)
- Propane burners
- Hand hoeing

**MILDEW/BOTRYTIS PREVENTION**
- Sulfur sprays
- Any other sprays needed are organically certified

**NUTRITION**
- Spray kelp
- Compost with mix of pumice and manure
- Minimal irrigation on young vines

**EMPLOYEES**
(an important part of the culture of the vineyard)
- High wages
- Full-time employment
- Health care options

In addition, there is a lot done mechanically and by hand to improve soil health and nutrition to the vine.

**MORE SUSTAINABLE ACTIONS**
- Sustainable winery facility & winemaking
- Salmon Safe
- Carbon Reduction Challenge
- Repurposed old buildings
- Non-irrigated vineyards
- Bottle in “eco-friendly” glass
- Integrated pest management
- Prescott Western Bluebird Recovery
- Restored habitat
- Recycled and eco-friendly office supplies and practices
- Facility-wide recycling program
- Local, seasonal and sustainable food sourcing
In Fall 2006, we purchased a site in the Chehalem Mountains and set our sights on the future. Twenty acres were immediately planted and plans initiated for the construction of a new winery, Collina del Sogno. The site sits on the sloping mountainside with panoramic views offering sight lines to all Ponzi Vineyard properties. Our new vineyard, Avellana, surrounds the winery.

The production facility is the realization of our dream. It is state-of-the-art, both in winemaking function and environmental design. Dick and Luisa collaborated, bringing their collective insights and years of winemaking experience to the four-level, gravity-flow facility. With 30,000 square feet and a 50,000 case capacity, there is finally plenty of room to work and grow.

**WINEMAKING/WINERY FEATURES**

- Gravity-flow winemaking process
- Waste & stormwater reused for irrigation
- Indirect natural lighting
- Energy efficient fluorescent lights
- Reflective zinc-alum metal roof
- Solar panels
- 80% of building buried to maintain cool temperatures
- Cool evening air used for natural ventilation
- Landscaping features drought-resistant native plant species
This soil is distinctive from the other two primary grape growing soils (Willakenzie and Jory) in the Willamette Valley because of the windblown silt (loess). Laurelwood soil is composed of basalt base with ice age windblown sedimentary soils on top.

There is a clear distinction between the vines with roots in the sedimentary top soil, vs. the basalt. The younger vines show characteristics of vibrant red fruit, baking spice and fairly soft tannins, while the older vines offer much darker fruit notes like blueberry and plum. They’re brambly and have aromatics of white pepper, anise, cola and tobacco with bigger, denser tannins.

The Ponzi family, along with several other vineyard owners have had a petition accepted for a new Laurelwood District AVA to be created within the Chehalem Mountains. While the Chehalem Mountains AVA includes a wide variety of soils within its boundary, the proposed Laurelwood District AVA is focused purely on Laurelwood soil.
AT THE FOREFRONT OF VITICULTURAL INNOVATION

Ponzi Vineyards answers the question of clone for Pinot noir.

A hybrid of clonal selection and massale selection, over 25 clones of Pinot noir, selected for a specific site, are mixed and planted randomly in a single block. This technique has evolved over two generations with four decades of evaluation and experience working with many different clones. Ponzi Vineyards now has over 30 acres of vines planted to Clonal Massale™

Each clone has a personality. When many are combined in a single block, the multitude of characteristics naturally brings complexity and dimension to the wines. By planting these clones at random, like wildflowers, it further relinquishes the question of clone and focuses fully on the terroir of a site.

—Second generation Winemaker Luisa Ponzi

When vintage conditions combine with the wide array of ripeness, flavors, aromatics, textures and structure each clone brings, the wines arrive at a perfect balance. Clones that ripen earlier add forward fruit and soft tannins while those that ripen later maintain acidity and structure. While vintages move along a scale of cooler to warmer, balance can be maintained within a single site.

CLONAL MASSALE

A hybrid of clonal selection and massale selection, over 25 clones of Pinot noir, selected for a specific site, are mixed and planted randomly in a single block. This technique has evolved over two generations with four decades of evaluation and experience working with many different clones. Ponzi Vineyards now has over 30 acres of vines planted to Clonal Massale™

DECADES OF EXPERIENCE

A two-acre site named Abetina is planted on its own roots to 22 different Pinot noir clones as part of a clonal test site by Oregon State University. Each vine was tagged and tracked to determine which was best suited to the region. In barrel, this mix of clones is a magical combination, making it a perennial standout in the cellar.

Abetina Vineyard is preserved on rootstock and planted at Aurora Vineyard as Abetina 2, maintaining for the long term this outstanding mix of clones. Abetina 2 is at the same elevation, aspect and on the same soil as the original.

Luisa Ponzi returns to the winery after completing her enology and viticulture studies in Burgundy to take the reins as Winemaker. Upon her return, 10 acres of Dijon clone Pinot noir (113, 114, 115, 667 and 777) are planted at Aurora Vineyard, experimenting with various rootstocks and vine spacing.

The Pinot noir blocks at Avellana are the first planted fully to clonal massale. Five of the Dijon clones are blended with the 22 heritage clones from Abetina. Planting continues at this site through 2014. This is the most extensive planting of Pinot noir clones in the United States.

THE WINES

When vintage conditions combine with the wide array of ripeness, flavors, aromatics, textures and structure each clone brings, the wines arrive at a perfect balance. Clones that ripen earlier add forward fruit and soft tannins while those that ripen later maintain acidity and structure. While vintages move along a scale of cooler to warmer, balance can be maintained within a single site.
in the VINEYARD
Diversity begins with more than 25 Pinot noir clones randomly planted in a single block.

at HARVEST
Despite varied ripening, grapes are picked at once, then fermented and aged together as a single lot.

in the BOTTLE
Balance is achieved, expressing layers of complexity and dimension regardless of vintage variation.
Set atop a northwest-facing Chehalem Mountains slope, the state-of-the-art winery, modern tasting room and stunning hospitality space are surrounded by the majestic Avellana vineyard. Our elevated hospitality embraces great wine and food with a captivating wine country backdrop. Just 40 minutes from downtown Portland.

TASTING ROOM

Experience the fireside seating, covered terrace and bocce ball courts. Our wines are served tableside or at the bar. Enjoy panoramic views of the vineyard and valley. Private tours of the winery are available by appointment.

THE LAURELWOOD

Oregon wine country’s most exquisite hospitality space, where modern elegance meets rustic roots. This space is a tribute to the land, its bounty and the beautiful wines produced from the Laurelwood soil of the Chehalem Mountains. Available to book for private events.
BRAND GUIDELINES

When writing about Ponzi Vineyards, we ask you to follow the following guidelines:

• Do not shorten “Ponzi Vineyards” to “Ponzi”. For example: “the Ponzi Vineyards Tasting Room” not “the Ponzi Tasting Room”.
• We are not “Ponzi Wines” or “Ponzi Winery”. Always refer to us as “Ponzi Vineyards”.
• Anna Maria Ponzi should not be shortened to Maria Ponzi.
• Clonal Massale™ is a trademarked term for a proprietary planting technique. Always capitalize, italicize and include the trademark.

Some clarification about often confused items:

• The Laurelwood is our hospitality space for private events and meetings. It is not our tasting room, which is a separate space in the same building.
• The company was founded by Dick and Nancy Ponzi in 1970. It is now run by their daughters, second-generation Winemaker Luisa Ponzi and President Anna Maria Ponzi. They have been operating the business for the past 25 years.
• The original property that was founded in 1970 is now known as the Ponzi Historic Estate and is located at 14665 SW Winery Ln in Beaverton, OR. Though it retains the name, that property is now home to Hamacher Wines and the Hamacher Tasting Room. The Ponzi Vineyards winery, tasting room, hospitality space and administrative offices are located at 19500 SW Mountain Home Road in Sherwood, OR, where they relocated in 2013.
• The winery was completed in 2008, the Tasting Room and offices were completed in 2013, and The Laurelwood Hospitality space was completed in 2018.
• The Dundee Bistro and Ponzi Wine Bar were established by the Ponzi Family in 1999, and now sole ownership of those businesses belongs to Michel Ponzi. They are separate from Ponzi Vineyards, which is currently owned and operated by Anna Maria and Luisa Ponzi.

Timeline

To view a detailed timeline of the Ponzi Family and Ponzi Vineyards history, please visit ponzivineyards.com/About-Us/History/Timeline

Logo

You may download logos and other press resources on the press page of our website: ponzivineyards.com/press
CONTACT US

Please let us know if you have any questions about the information in this kit. If you need additional materials or support, please reach out to us.

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