



WHITE ROSE ESTATE

WINERY OVERVIEW

Established: First vintage was 2001. The winery was built at the estate in 2004. White Rose Vineyard was planted from 1978 and Guillen Vineyard was planted in 2001.

Owner: Greg Sanders

Winemaking Team: Greg Sanders (producer/owner), Jesus Guillen (Winemaker), Gavin Joll (General Manager)

Region/AVAs: Willamette Valley (Dundee Hills, Chehalem Mountains, Yamhill-Carlton, Eola-Amity Hills)

Case Production: 4,000 cases +/- annually

Varietals: 100% Pinot noir

Vineyards: **Dundee Hills AVA:** White Rose Vineyard (estate), Guillen Vineyard (estate), Anderson Family Vineyard, Murto Vineyard, Vista Hills Vineyard / **Chehalem Mountains AVA** La Belle Promenade, Luciole Vineyard, & Lia's Vineyard / **Yamhill-Carlton:** Luminous Hills Vineyard

Core Wines: The Convivial Feast Pinot noir, The Neo-Classical Objective Pinot noir, Winemaker's Cuvee Pinot noir, Guillen Vineyard Pinot noir, and White Rose Vineyard Pinot nor

Located in the heart of Oregon's Dundee Hills AVA, White Rose Estate is dedicated to growing and producing artisanal Pinot noir that exhibits classic variety character and above all, conveys a sense of beauty. Since 2001, annual production has increased from a couple hundred cases to approximately 4,000 cases per year of Pinot noir which comes not only from our 14-acres of estate vineyards, but also a number of other premier vineyards in the northern Willamette Valley. The operation was founded in 2000 when Greg Sanders purchased the 10-acre White Rose Vineyard, one of Oregon's most respected sites. In 2009, Greg purchased a neighboring 4 acre site and renamed the existing vines Guillen Vineyard.

Greg's commitment to understanding Pinot noir typicity and what truly makes great Pinot noir "classic", "noble" and the ultimate expression of the variety has fueled his approach to winemaking, viticulture and vineyard site selection. This perspective, combined with an obsessive and detail-oriented focus in the vineyard and winery has propelled White Rose Estate forward and ultimately led to a unique approach to growing, making, tasting and thinking about wine. Our philosophy is a modern adaptation of traditional whole cluster winemaking practices and focuses on higher elevation vineyards in the coolest growing areas of the Willamette Valley. This approach has fostered a style of evocative wines that are expressive, complex and classically elegant. The ultimate goal is to produce wines that respect classic variety character; convey a sense of beauty; illuminate emerging details of the wine over the course of its lifespan; and potentially take you on journey that leads to an emotional experience.

COMPANY BACKGROUND AND MANAGEMENT

Inspired by dreams to farm and to produce a product that could display Greg’s creative personality and desire to connect to people on an emotional level, wine became an avenue in which Greg could satisfy both goals. After years of tasting wines from the most notable wine producers in the world (particularly Burgundian producers such as DRC, Mugnier and Vogue), Pinot noir, specifically grown in the cooler climates of Oregon’s Willamette Valley, became Greg’s obsession. He studied viticulture and enology at UC Davis in the mid-late 1990s and purchased White Rose Vineyard in 2000. The vineyard was surrounded by Oregon’s most recognized vineyards and wineries in the Dundee Hills AVA. He built a state-of-the-art winery on the property in 2004 and has been perfecting his craft since his first vintage in 2000. Greg currently is involved in the stylistic direction of the wines and all winery operations but relies on Winemaker, Jesus Guillen, and a dedicated team of employees to execute day-to-day operations. Jesus Guillen Jr. has worked side-by-side with Greg in the cellar since 2002 and Jesus Guillen Sr. has managed the estate vineyards since 2000.



ACCOLADES AND WINERY ACHIEVEMENTS

“Old vines, low yields, and a willingness to stretch the envelope have made White Rose Estate one of the premier producers of American Pinot noir.” Dr. Jay Miller (The Wine Advocate)

The Wine Advocate

96 pts 2009 WRV Whole Cluster
 94+ pts 2008 WRV Whole Cluster
 94+ pts 2008 WRV Hand Select
 94 pts 2009 WRV Hand Select
 93 pts 2008 White Rose Vineyard
 93 pts 2008 WRV Sovarae
 93 pts 2009 White Rose Vineyard
 92 pts 2010 Winemaker’s Cuvee
 92 pts 2011 White Rose Vineyard
 92 pts 2011 Neo-Classical Obj.

Burghound

93 pts 2008 WRV Whole Cluster
 92 pts 2010 Lia’s Vineyard
 92 pts 2012 White Rose Vineyard

Vinous / Tanzer

95 pts 2015 White Rose Vineyard
 95 pts 2015 Winemaker’s Cuvee
 94 pts 2015 Guillen Vineyard
 94 pts 2014 The Neo-Classical Obj.
 94 pts 2014 Winemaker’s Cuvee
 94 pts 2016 White Rose Vineyard
 94 pts 2012 Winemaker’s Cuvee
 93 pts 2016 The Convivial Feast
 93 pts 2016 Winemaker’s Cuvee
 93 pts 2016 The Neo-Classical Obj
 93 pts 2015 Anderson Family Vineyard

93 pts 2014 White Rose Vineyard
 93 pts 2014 Anderson Family Vineyard
 93 pts 2013 The Neo-Classical Obj.

93 pts 2013 Guillen Vineyard
 93 pts 2012 The Neo-Classical Obj
 93 pts 2012 White Rose Vineyard
 93 pts 2009 WRV Whole Cluster

Wine Spectator

93 pts 2014 Willamette Valley
 93 pts 2012 Durant Vineyard
 92 pts 2010 Lia’s Vineyard