



LOOSEN BROS. USA <sup>LLC</sup>

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## **J. Christopher and Dr. Loosen announce new venture to make Oregon Pinot Noir**

*New J. Christopher Wines vineyard and winery to be established in Newberg, Oregon*

OREGON CITY, Ore. — (February 15, 2010) — Old World is joining New World as Loosen Bros. USA announced today the formation of a new partnership between German winemaker Ernst Loosen of Dr. Loosen and Oregon-based Jay Somers of J. Christopher Wines.

The new venture, Loosen Christopher Wines LLC, will produce wines under the already-established “J. Christopher” brand. The venture has purchased a 40-acre property for a new vineyard and J. Christopher Winery on Hillside Drive in Newberg, Ore. Planting of the first block of Pinot Noir will begin this spring. Barrel cellar construction will follow in late summer and early fall.

As winemaker for the joint venture, Jay Somers will be in charge of all winery operations. Ernst Loosen sees his role as that of an investor who supports the growth of the J. Christopher brand both financially — by providing a dedicated facility and an estate vineyard — and professionally — by contributing additional expertise and Old World insights to the winemaking collaboration.

Loosen and Somers met some years ago and quickly realized that they share a similar taste and passion for Pinot. Their friendship was cemented in 2004 when Somers traveled to Germany to help the short-handed harvest crew at Dr. Loosen. Since then, Loosen and Somers found it only natural to work together to produce interesting Pinot Noirs that combine Old World and New World ideas.

“I’m very excited to be collaborating with Jay, because his wines are the most Burgundian and Old World in style that I’ve seen from the United States,” says Loosen. “Jay doesn’t try to replicate Germany or Burgundy in the New World, but rather to bring an Old World sensibility to the creation of New World wine — a sensibility that favors great structure and expression of terroir. This collaboration will support the growth that is needed to allow more people around the world to enjoy these elegant wines.”

Adds Somers, “This is a great opportunity for us to take J. Christopher to the next level, and there’s no one in the world I’d rather have as a partner than Ernie Loosen. Not only is Ernie one of my favorite people in the world, but he also has a keen palate, is an excellent winemaker and is immensely talented at presenting wines to the market. This partnership will be much bigger than if each of us tried to make Pinot Noir on our own. We’re super excited about the new vineyard and winery, which will give us a world-class space and better access to top-quality fruit, enabling us to make even better wines in the future.”

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The wines produced under the J. Christopher brand will include the following, as well as limited bottlings of single-vineyard wines:

**J. Christopher Willamette Valley Pinot Noir**

The Willamette Valley Pinot Noir is the flagship J. Christopher wine. It is blended from excellent vineyards in the Willamette Valley's different AVAs, including the Dundee Hills, Chehalem Mountain and the Eola-Amity Hills. Made in the traditional style with native fermentations and up to 18 months of barrel time, this wine is classic Oregon Pinot Noir.

**J. Christopher Dundee Hills Pinot Noir**

Blended from Charlie's, Bella Vida, Abbey Ridge, Le Pavillon and La Colina Vineyards, this is a classic Dundee Hills Pinot Noir that Ernie Loosen refers to as "Super Pinot." It greets you warmly with aromas of lavender, violets, dusty cherry and minerals. Dark cherries come through on the palate, nestled in soft tannins, supported by a silky texture, and framed by perfectly balanced acidity. This is a seamless wine with a long and lingering finish.

**J. Christopher Willamette Valley Sauvignon Blanc**

Sauvignon Blanc is the second-highest in volume of the J. Christopher varieties. Although not widely planted in Oregon's Northern Willamette Valley, Sauvignon Blanc is ideal for the area's climate, as this wine proves. Made in a clean, fresh style, the wine is fermented in stainless steel and does not go through malolactic fermentation. The result is a classic, highly aromatic Sauvignon Blanc with perfect ripeness and excellent acidity.

**Appassionata**

Appassionata is a finely selected, top-of-the-line Pinot Noir from Oregon's Willamette Valley. To create the limited-production wine, Ernst and Jay select a blend of barrels from the J. Christopher cellar that reflect a distinctive combination of clones, terroir and cooperage. The result is an elegant Pinot Noir with powerful Oregon fruit and fine Old World structure. Under the new Loosen Christopher Wines venture, *Appassionata* will eventually be made primarily from estate-grown fruit. Retail price is \$75. The 2006 vintage will be released for the first time this March.

**Two Worlds**

This value-priced Pinot Noir is currently made from a blend of German and Oregon grapes. Future bottlings will be 100 percent Oregon Pinot Noir. The current vintage of *Two Worlds* features the deliciously pure, bright cherry fruit of the Old World melding with the darker, sturdier structure that often characterizes Oregon Pinot Noir. Two Worlds retails for \$16.

More information is available at [www.drloosen.com](http://www.drloosen.com) and [www.jchristopherwines.com](http://www.jchristopherwines.com).

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**Ernst Loosen, owner, Dr. Loosen & J.L. Wolf**

As the owner of the Dr. Loosen and J.L. Wolf wineries in Germany, Ernst (Ernie) Loosen is well-known in wine circles and regularly travels the globe for public appearances. Named Germany's Winemaker of the Year in 2001, Ernie oversees the Dr. Loosen and J.L. Wolf wineries, as well as joint winemaking ventures in the United States (including his "Eroica" collaboration with Chateau Ste. Michelle in Washington). A lifelong Pinot Noir fanatic, Ernie has been producing Pinot at his J.L. Wolf estate since 1996. In the U.S., Dr. Loosen wines are imported by Loosen Bros. USA, based in Oregon City, Ore.

**Jay Somers, winemaker, J. Christopher Wines**

Jay Somers has been making Pinot Noir in Oregon for more than 15 years; he launched his own J. Christopher Wines in 1996. Located in Oregon's Northern Willamette Valley, J. Christopher Wines is a small winery that specializes in Pinot Noir made in the traditional style of Burgundy. The wines are hand-crafted in small lots and are sourced from some of the best vineyards in Oregon.