



For Immediate Release

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Adelsheim Vineyard Honors 50th Anniversary by Paying Homage to the Pioneering Spirit of Oregon's North Willamette Valley Founders

Iconic Oregon winery launches intimate interview series with David Adelsheim and introduction of commemorative wines

NEWBERG, Ore. (Feb. 17, 2021) - [Adelsheim Vineyard](#) is honoring its [50th anniversary](#) with a celebration of its heritage and future in the Chehalem Mountains, as well as its position as one of Oregon's North Willamette Valley founding wineries. The iconic winery will pay homage to the lofty dreams and pioneering spirits of its own history and that of its peers with the introduction of *Founders' Stories*, a 10-part interview series hosted by David Adelsheim, as well as the launch of several commemorative wines, including library selections of *Elizabeth's Reserve*, vintage artist labels and a brand new release called "*The Deed*."

"In 1971, Ginny and I took our life savings and purchased a south-facing property in Oregon's North Willamette Valley. It became our first estate vineyard," said David Adelsheim, founder and original winemaker for Adelsheim Vineyard. "We did not yet understand that we would be one of just 10 families who would make wine from grapes planted on our properties in that region before 1980. As we celebrate our 50th anniversary this year, it is important to share the personal stories of our fellow founders and how our continued collaboration shaped the success of the wine industry in Oregon's North Willamette Valley."

Founders' Stories: Conversations with the 10 founding wine families of Oregon's North Willamette Valley

As Adelsheim sought to celebrate its 50th anniversary, it quickly realized that the only way to truly tell its story was to tell the story of that entire first generation of North Willamette Valley wineries. David Adelsheim personally interviewed his fellow nine founding winemaking families, as well as his former wife and Adelsheim co-founder Ginny Adelsheim:

- Diana Lett, The Eyrie Vineyards
- Charley Coury, Charles Coury Winery
- Dick Erath, Erath Vineyards
- Marjorie and Ron Vuylsteke, Oak Knoll Winery
- Bill Fuller, Tualatin Vineyards
- Nancy and Dick Ponzi, Ponzi Vineyards
- Myron Redford, Amity Vineyards
- Susan Sokol Blosser and Bill Blosser, Sokol Blosser Winery
- Pat and Joe Campbell, Elk Cove Vineyards
- Ginny Adelsheim, Adelsheim Vineyard

Their discussions went beyond the widely known histories to discover the people behind the wines, and what led them to build the region's uniquely collaborative and incredibly successful wine industry.

The trailer for the series is currently available at adelsheim.com/50years, and new installments of David Adelsheim's *Founders' Stories* interviews will be released on the first of each month starting in March. The interviews can be found on the following channels:

- *Adelsheim Website*: Abridged 15-minute videos hosted on adelsheim.com/50years.
- *Podcast*: Extended hour-long audio available for download on [Stitcher](#), [Spotify](#), [Apple Podcasts](#), and [Google Podcasts](#).
- *Oregon Wine History Archive*: Full-length hour-long video interviews available through the [Oregon Wine History Archive at Linfield College](#).

Commemorative Wines and Merchandise

In observance of its 50th anniversary, Adelsheim will release numerous commemorative wines and merchandise throughout the year, including specialty magnums with collectable labels. The first such offering includes three vintages of Elizabeth's Reserve. Elizabeth's Reserve has historically been one of the winery's most iconic wines, initially launched in 1986. Familiar and nostalgic to many, the wine - fondly referred to as "Lizzie" - encapsulates the terroir of the Willamette Valley. David Adelsheim and current winemaker Gina Hennen selected three vintages of the wine that are part of the winery's [Drink It Now Library Collection](#): 2009 (\$100 per bottle), 2010 (\$90 per bottle) and 2012 (\$125 per bottle). The latest commemorative wines and 50th merchandise can be found at www.adelsheim.com/50years.

“It has been such a pleasure to work for and alongside David over the years and help this incredible company grow and evolve,” said Hennen. “What has remained constant over Adelsheim’s five decades is our commitment to creating expressive, authentic, world-class wines that honor our home in the Chehalem Mountains. With this ethos leading our vision, we look forward to the next fifty!”

For more information on Adelsheim’s 50th anniversary, please visit: adelsheim.com/50years.

About Adelsheim Vineyard

Adelsheim, located in Newberg, Ore., was founded with an optimistic spirit and a lofty dream: to create world-class Pinot noir and Chardonnay in an undiscovered wine region, the Chehalem Mountains of Oregon’s Willamette Valley. Since 1971, we have obsessively pursued exceptional wines of place, that celebrate the unique bounty of our estate vineyards. As a founding winery of the Willamette Valley and Chehalem Mountains’ first winery, Adelsheim has played an instrumental role in nearly every aspect of the Oregon wine story. As leaders, we believe it is our duty to be steadfast stewards of this abundant land and to rally our community in support of equity and education. Adelsheim is a LIVE certified sustainable winery, and a seven-time Wine & Spirits Top 100 Winery. For additional details about Adelsheim’s 50th anniversary, please visit adelsheim.com/50years.

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