

Abacela

AN ICON OF INNOVATION

EST.
1995

Abacela is a world-class, award-winning winery, and viticulture success story.

ESTABLISHED: Abacela's first vines were planted in 1995 with fruit harvested and vinified in 1996.

PRINCIPLES AND MANAGEMENT: Earl and Hilda Jones purchased what is now Abacela winery and Fault Line Vineyards in 1992. Years of research and looking for a site capable of producing world-class Tempranillo in the US led them to the southwest corner of Oregon's Umpqua valley, an area with an ideal climate for Tempranillo and other varieties. Earl and Hilda passed their legacy on to their son, Greg Jones, who now leads Abacela as CEO since August 2021. Gavin Joll joined Abacela in May of 2020 as General Manager and oversees all areas of the business.

WINEMAKING TEAM: The team consists of head winemaker Andrew Wenzl, assistant winemaker Jason Farmer, a seasonal cellar crew of aspiring winemakers from around the globe, and a small, dedicated vineyard team tasked with propagating world-class grapes.

REGION/AVA: Umpqua Valley, Southern Oregon

VINEYARD: Fault Line Vineyards, referred to as Oregon's most interesting vineyard by Decanter, consists of 76 acres of vines planted across multiple meso-climates, varying topography, and mixed soils. The elevation ranges from 526 to 816', with varying aspects and slopes from flat to 43% grade. It also happens to rest on a fault, the suture where the Klamath Mountain terrane meets the Oregon Coastal Range.



VARIETIES: Tempranillo and Albariño are the flagship varieties accounting for the most acreage, followed by Grenache, Syrah, Malbec and Tannat. Viognier, Muscat, Merlot, and Dolcetto are grown in small blocks. Tinta Amarela and Touriga Nacional are promising varieties for both varietal bottlings as well as our Port program, with Bastardo and Tinta Cao also grown for Port production. Listan Prieto vines were discovered in a blackberry thicket on the historic property and have since been propagated and expanded to create a barrel each year.

CORE WINES: Tempranillo Fiesta, Tempranillo Barrel Select, Tempranillo Reserve, Albariño, Grenache Rosé, Port (Vintage), Vintner's Blend Red Table Wine

COMPANY BACKGROUND: Abacela began in 1995 with a question that would transform the lives of an ordinary, young family: Why doesn't America make a world-class

Tempranillo, the star of Spain's famed Rioja wines? It is a saga scripted by two trailblazing scientists who despite having zero winemaking experience left secure careers and trekked 2700 miles west with kids in tow. For the last 26 years, Earl and Hilda Jones have devoted their lives to rigorously testing their hypothesis that Roseburg, Oregon is a North American crossroads where an ideal climate and site intersect for Tempranillo. The winery name stems from the word "Abacelar," an archaic Latin-Spanish verb meaning "to plant a grape vine." In Abacela's case, it means much more. The Joneses not only accomplished their initial Tempranillo dream but established 15 grape varieties in their Fault Line Vineyards, creating a cornucopia of wines and critical acclaim for Southern Oregon. Abacela is one of the Pacific Northwest's most beloved wineries, an *icon of innovation* that shifted the varietal paradigm and influenced winemaking across America.

SALES TEAM: Paula Caudill, National Sales Manager, has been with Abacela since 2002 and leads all outside sales and marketing efforts with support from management and back office staff.

1988: Joneses inspired by tasting Alejandro Fernández's 1982 Tinto Pesquera Janus Reserva from Ribera del Duero

1990-1992; Earl and his son, Greg conduct extensive research on airport climate data to match Tempranillo to its ideal American site, which first leads the Joneses to New Mexico then Southern Oregon where they identify 463 acres of "always sunny area" on south sloping hillsides about 100 feet above the South Umpqua River

1995: Joneses establish Abacela with the 1st commercial planting of Tempranillo outside California – 252 plants, on Memorial Day, becoming the 14th winery in southern Oregon and the Umpqua AVA's 7th winery; by early June Abacela is home to 4 acres of Tempranillo and 8 acres of other varieties to total 12 acres of vines

1998; Joneses produce 383 cases of their second Tempranillo, a wine that will go on to win a Double Gold Medal and Best of Class at the 2001 San Francisco International Wine Competition, making Abacela the first America winery to win for Tempranillo at an international wine competition

2001; Decanter Magazine dubs Abacela "Oregon's Most Interesting Vineyard Property"

2002; Earl and Greg write petition for Southern Oregon AVA approved in 2004

2003; Jancis Robinson, "Abacela Estate Albarino was the best wine tasted" during May 2004 U.S. trip

2004; Earl organizes the "Tempranillo Advocates, Producers and Amigos Society" (TAPAS) a national organization of Tempranillo growers, producers and friends and becomes its first President

2005; Great vintage and 1st in which all four Tempranillos – Fiesta, Barrel Select, Reserve and Paramour, are produced

2005; Abacela produces South Face Reserve Syrah, first Southern Oregon wine to receive a 95 point rating

2009; Abacela's 2005 Reserve Tempranillo wins America's 1st Gold "Medalla de Oro" at Spain's Tempranillo El Mundo, the "world series" of the variety

2009; Portland's Classic Wines Auction named Earl Jones "Oregon Vintner of the Year"

2010; Wine Business Monthly names Abacela one of ten "Hot Brands" in America

2011; Unveiling of 2005 Paramour, Abacela's 1st Gran Reserva style Tempranillo

2011; Abacela builds its sustainable Vine & Wine Center utilizing geothermal heating and cooling in a nod to Hilda's Icelandic roots

2013; Wine Press Northwest recognizes Abacela as "Oregon Winery of the Year"

2015; Oregon Wine Board awards the Joneses the industry's Lifetime Achievement Award

2015; Wine Enthusiast nominates Abacela for "American Winery of the Year"

2015; Earl organizes and become first president of "Oregon Tempranillo Alliance" (OTA) a statewide organization of growers and producers that by 2013 were growing 350 acres and harvesting 664 tons making Tempranillo Oregon's 5th largest red grape crop with a farm gate value nearing \$1.4 million

2018; Oregon Vineyard and Winery Report shows Tempranillo's farm gate value well over \$2 million with an economic impact of over \$10 million. Since 1991, Oregon has led the country in new plantings of Tempranillo. Today, Oregon Tempranillo is available in over 100 tasting rooms in the state clearly demonstrating that the variety grows exceptionally well here and makes varietally correct wines that appeal to wine aficionados.

2020; Abacela celebrates 25 years of winegrowing, 1995-2020

2021; Greg Jones, Ph.D. named CEO of Abacela, with Earl and Hilda retiring, completing the generational transition