

Raptor Ridge Winery

FOR IMMEDIATE RELEASE

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EXPERIENCE AROMA APOTHECARY AT RAPTOR RIDGE WINERY

Newberg, Ore. October 18, 2010: Along with announcement of their new location, Raptor Ridge announced today an olfactory education experience at their Chehalem Mountains, Oregon facility beginning this week.

Down to Earth

Set among estate vines, Raptor Ridge Winery's modest Tasting Room sits atop an earth-sheltered, naturally cooled barrel room, at the upper entrance to this new production facility in the Chehalem Mountains of Newberg, Oregon. The feeling here is the antithesis of pretentiousness. The building has clean lines, is welcoming and functional. The staff is friendly, helpful and passionate. The focus of this Tasting Room experience is the vineyard, the view, and the visitor's curiosity. The ubiquitous Mount Hood is framed by the retractable glass doors and a deck overlooking the vineyard that immediately wows new visitors to this casual open-air space.

"Rose Petals, Cassis and Coffee"

Understanding wine aromas plays a large part in the enjoyment of wine. Owner Annie Shull reminisces, "I will never forget presenting my wines at a private event for a Portland Ladies' Club. One woman timidly raised her hand, 'you say you smell aromas of cherries and raspberries, cinnamon, clove...' she said, 'is that because the wine is infused with those ingredients?' Silence, then someone in the room laughed... this is when I understood one of my callings: to make wine knowledge less of a snob-affair," says Shull. "I believe that we've created a new tasting room experience that will make wine more approachable."

A Boost of Sensory Confidence...

Director of Flight Operations, Meg Murray has created a unique Aroma Apothecary display, one that is not just "hands on", but "nose on". Fifty-four different reference aromas are on display in small jars for guests to sniff and explore various aromas that may show themselves in wine. Visitors new to wine tasting and the often baffling descriptors will be able to train their senses to recognize nuances in the future, while the wine-savvy visitor might challenge herself to identify more nuanced aromas.

"I am often talking with tasters who say 'it reminds me of picking berries' or 'the smell is familiar I just can't find the word' remarks Murray. "I encourage people to have confidence in what they smell or taste. When people ask me what I sense, I turn that question back on them. The power of suggestion is too strong" Shull and Murray hope that the new Aroma Apothecary will provide a confidence-boosting experience for some, and a fun challenge to others.

You can taste Raptor Ridge wines, take in the stunning views and experience the Aroma Apothecary, Thursday through Monday 11 a.m. to 4 p.m. mid March through mid December or Saturday and Sunday 11 a.m. to 4 p.m. mid January to mid March at 18700 SW Hillsboro Hwy Newberg, Oregon 97132. Tours are by appointment only and can be scheduled by calling 503.628.VINE (503-628-8463) or

Info@RaptorRidgeWinery.com.

Raptor Ridge Winery shares a 27-acre estate with families of Raptors- birds of prey such as Red-tailed Hawks, Sharp-Shinned Hawks and Owls. They are located on the northeast side of the Chehalem Mountains, 10 miles north of Newberg, Oregon. Owned by Annie and Scott Shull the brand began in 1995. The winery is known for handcrafted Pinot noir and Pinot Gris. The wine continues to be made by Scott Shull and his staff with a threefold philosophy:

- 1) Personal involvement with the vines.
- 2) A working knowledge of every barrel of wine.
- 3) Maintaining a balance of science, tradition, and spirituality.

Visit www.RaptorRidgeWinery.com for more details.