



DOMAINE SERENE

America's Most Acclaimed Winery

2021 BRAND PRESENTATION



DOMAINE SERENE

*The World's MOST AWARDED WINERY,
winning 23 medals total
including BEST IN SHOW at the
2020 Decanter World Wine Awards*





DOMAINE SERENE

AMERICA'S MOST ACCLAIMED WINERY



#1 AMERICAN PINOT NOIR
2017 DECANTER WORLD WINE AWARDS



#1 WHITE WINE *in the* WORLD
2016 WINE SPECTATOR TOP 100



#1 PINOT NOIR *in the* WORLD
2016 DECANTER WORLD WINE AWARDS



#1 PINOT NOIR *in the* WORLD
2013 WINE SPECTATOR TOP 100

Leading the way since 1989

OVER 400 WINE SPECTATOR & WINE ENTHUSIAST 90+ SCORED WINES



Wine Spectator

DISTINGUISHED SERVICE

2018 AWARD WINNERS

WINE SPECTATOR'S HIGHEST HONOR

Company Vision & Strategy

VISION

To be globally recognized as iconic quality leaders of Pinot Noir and Chardonnay across multiple regions and styles.

CORE VALUES

Integrity, quality, perseverance, continuous improvement, hard work, commercial courage.



CORE STRATEGIES

Relentlessly focus on the continuous pursuit of quality in everything we do.

Reinvest profits generated in order to continue raising the bar for quality and recognition.

CORE COMPETENCIES

Drive for results, innovation, operational excellence product quality, agility, business savvy, industry leadership.

About Domaine Serene

FOUNDERS

Grace and Ken Evenstad



About Domaine Serene

LEAP OF FAITH

- Founded by Grace & Ken Evenstad in 1989
- Began with a recently logged 42-acre hilltop estate in the Dundee Hills of Oregon
- Vision of building an international market for Oregon Pinot Noir
- Now the undisputed pioneer and leader of the luxury wine market in Oregon



PURSUIT OF QUALITY

- Winemaking without compromise
- State-of-art, five-level, gravity flow winery built in 2001
- In 2018, completed a white winery dedicated to the production of Chardonnay and Sparkling wine, the first of its kind in Oregon

6

Vineyard
Estates

275+

Acres planted
to Pinot Noir &
Chardonnay

3

Willamette
Valley AVAs

Industry Leaders
Since 1989

World-Class Winemaking

The art of blending is the hallmark of our wine-making philosophy. A state-of-the-art facility allows copious space for micro-cru barrel fermentation. Our winemaking team works with a diverse selection of yeasts to drive complexity and quality and lees are stirred 3-6 months for palate weight and density. We dedicate a full year to the blending process in most cases, followed by extended bottle aging.

EXQUISITE OREGON PINOT NOIR

- Silky style and smooth texture through consistent, precise wine-making practices
- Each block handled separately for complete terroir transparency all the way through barrel aging
- 100% French Oak barrel aging program
- Minimum 15-18 months in oak and 1-2 years in bottle to build texture, complexity and integration
- Over 300 individual fermentations of Pinot Noir each vintage

TAKING OREGON CHARDONNAY TO NEW HEIGHTS

- The perfect combination for Oregon Chardonnay
 - 1) Dijon clones
 - 2) Jory soil
 - 3) High elevation
- 42 planted acres of Chardonnay vineyards
- All plantings are above 600 feet in Dundee Hills AVA

120+ 95 point scores and above from wine critics.

3

#1 Wines
in the world

400+

90+ Rated Wines -
Wine Enthusiast &
Wine Spectator

Leading the Way

IN THE HEADLINES

- 2020 | Announced opening of third Domaine Serene Wine Lounge in Bend
- 2019 | Opened the second Domaine Serene Wine Lounge in Lake Oswego
- 2018 | Established the first Domaine Serene Wine Lounge in Portland
- 2018 | Established the Evenstad Center for Wine Education at Linfield College
- 2017 | Completed construction on a world-class Clubhouse tasting room
- 2015 | Established Maison Evenstad and Les Tourelles de la Crée brands
- 2015 | Purchased historic Château de la Crée and its vineyard holdings in Burgundy

ON THE HORIZON

- Vineyard expansion
- Establishing the new home of Maison Evenstad in Santenay, Burgundy
- Vanguard leaders in wine-inspired culinary experiences in Oregon
- Significant investment in national and international marketing

Legacy

Innovation

Vision

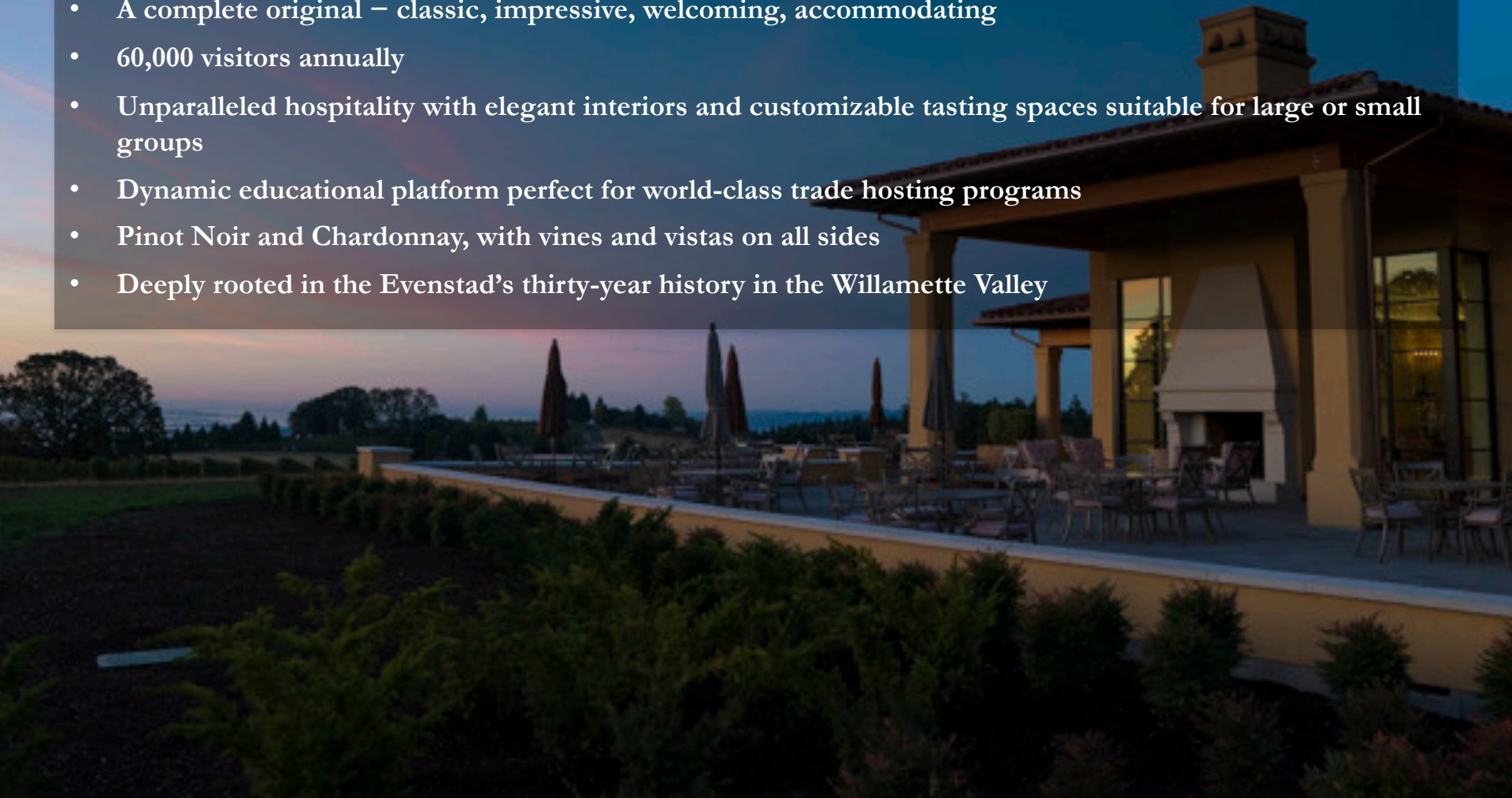
America's Most Acclaimed Winery

The Clubhouse at Domaine Serene

RAISING THE BAR ON WINE HOSPITALITY AND EDUCATION

Established in 2017

- A complete original – classic, impressive, welcoming, accommodating
- 60,000 visitors annually
- Unparalleled hospitality with elegant interiors and customizable tasting spaces suitable for large or small groups
- Dynamic educational platform perfect for world-class trade hosting programs
- Pinot Noir and Chardonnay, with vines and vistas on all sides
- Deeply rooted in the Evenstad's thirty-year history in the Willamette Valley





DOMAINE SERENE VINEYARDS

Domaine Serene Estates

GREAT WINES BEGIN WITH GREAT VINEYARDS

- Six distinct marquee estates, all dry-farmed and LIVE certified
- Diversity of clones, root-stocks, micro-climates, slopes and elevations for complex, elegant Pinot Noir and Chardonnay
- Environmentally responsible and sustainable farming
- Extremely low yields for maximum terroir expression

*The Evenstad
Estate*

*Winery Hill
Estate*

*Jerusalem
Hill
Vineyard*

*Two Barns
Vineyard*

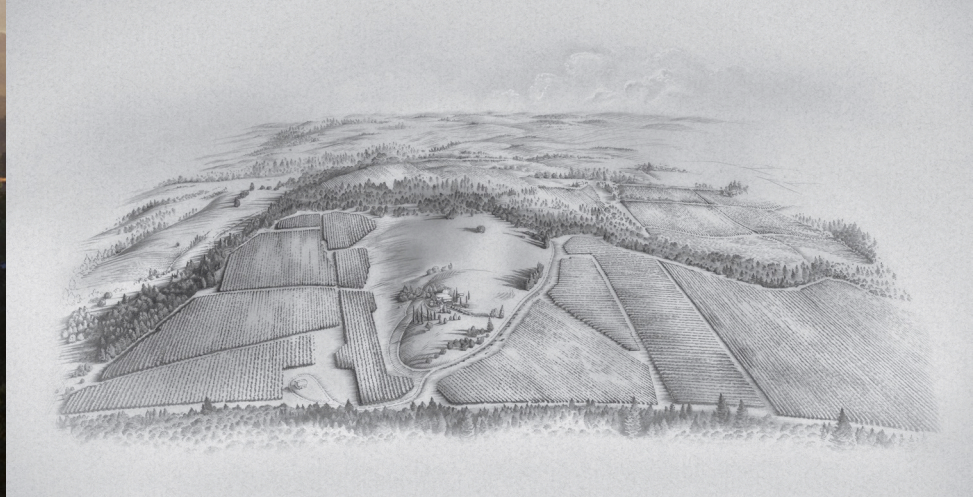
*Triple Crown
Vineyard*

*Abbey Oaks
Vineyard*





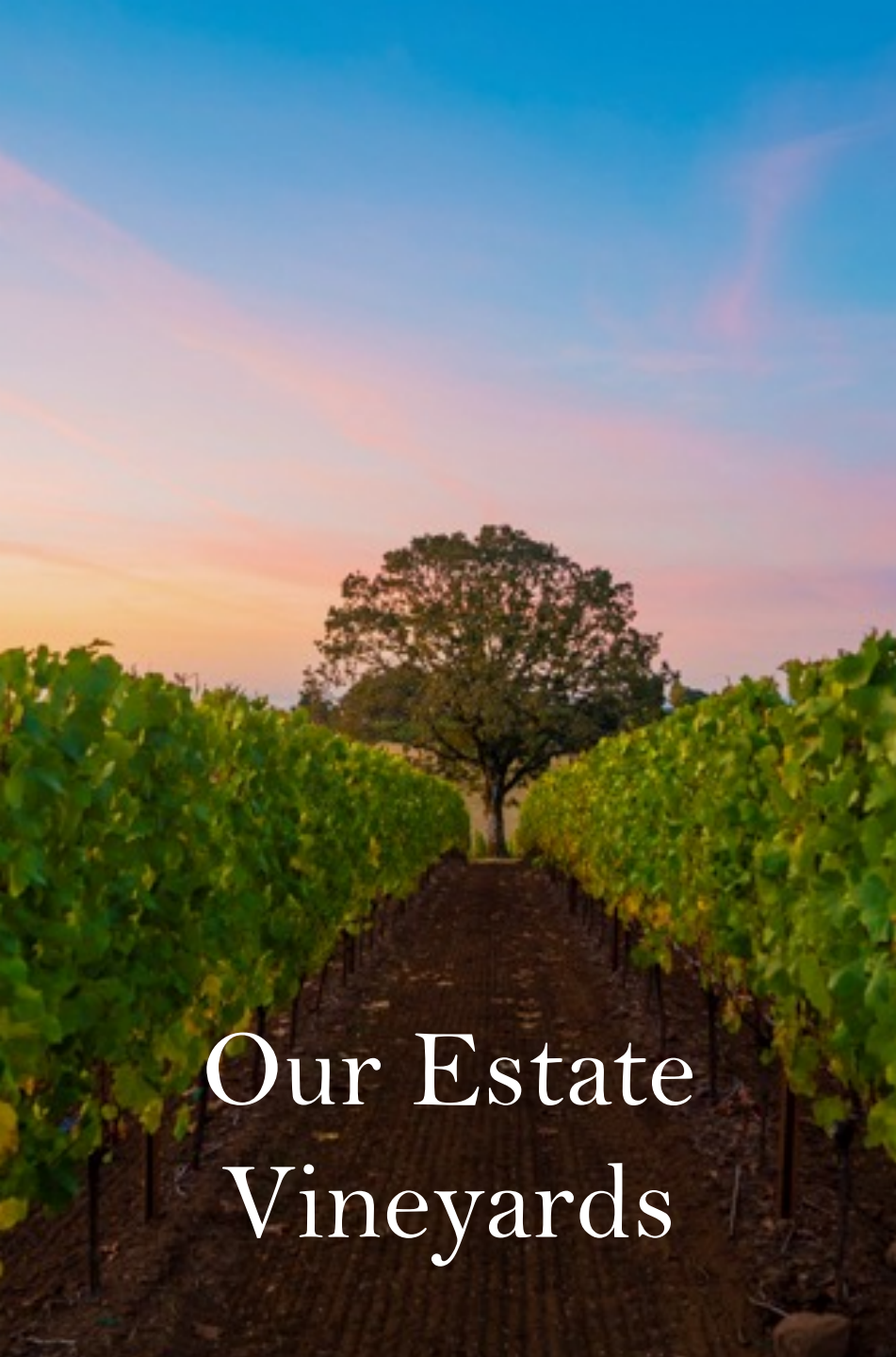
Our Estate Vineyards



THE EVENSTAD ESTATE

Crowning the southernmost peak of the Dundee Hills, the seven vineyards of this estate have multiple exposures and produce our most prized wines, including Mark Bradford, Grace, Fleur de Lis, Gold Eagle, Clos du Soleil and Etoile.

AVA	<i>Dundee Hills</i>
VARIETALS	<i>Pinot Noir, Chardonnay</i>
PRIMARY SOIL TYPES	<i>Jory of varying depths</i>
YEAR PLANTED	<i>1993 – Ongoing</i>
TOTAL ACRES	<i>142</i>
PLANTED ACRES	<i>66</i>
ELEVATION	<i>520 – 825 ft</i>



Our Estate Vineyards



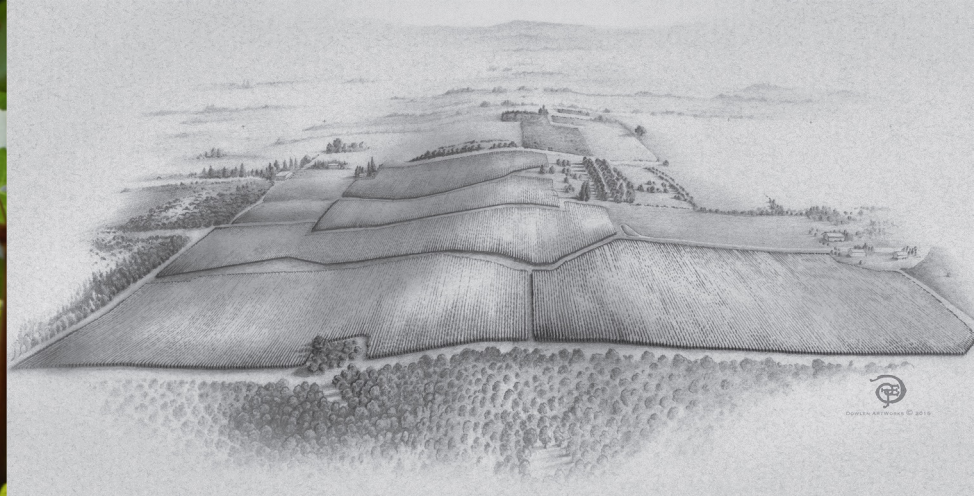
WINERY HILL ESTATE

Home of our winery and hospitality facilities atop the prestigious Red Hills of Dundee, this high elevation site extends the hang time of the fruit, building complexity in the wines from this estate.

AVA	<i>Dundee Hills</i>
VARIETALS	<i>Pinot Noir, Chardonnay</i>
PRIMARY SOIL TYPES	<i>Jory of varying depths</i>
YEAR PLANTED	<i>2000 – Ongoing</i>
TOTAL ACRES	<i>149</i>
PLANTED ACRES	<i>36</i>
ELEVATION	<i>775 – 930 ft</i>



Our Estate Vineyards



JERUSALEM HILL VINEYARD

Our only vineyard in the Eola-Amity Hills, Jerusalem Hill is our lowest-elevation site. Its distinctive Woodburn sedimentary soils produce rich, spicy wines.

AVA	<i>Eola-Amity Hills</i>
VARIETALS	<i>Pinot Noir</i>
PRIMARY SOIL TYPES	<i>Woodburn</i>
YEAR PLANTED	<i>2000</i>
TOTAL ACRES	<i>90</i>
PLANTED ACRES	<i>59</i>
ELEVATION	<i>200 – 300 ft</i>



Our Estate Vineyards



TWO BARNS VINEYARD

Unique to the Dundee Hills AVA, this site occupies a geologic zone that transitions from sedimentary Willakenzie soil to volcanic Jory soil. The grapes from this site deliver complex, dark-fruited and densely flavored wines.

AVA	<i>Dundee Hills</i>
VARIETALS	<i>Pinot Noir</i>
PRIMARY SOIL TYPES	<i>Willakenzie & Jory</i>
YEAR PLANTED	<i>2000</i>
TOTAL ACRES	<i>215</i>
PLANTED ACRES	<i>38</i>
ELEVATION	<i>200 – 400 ft</i>



Our Estate Vineyards



TRIPLE CROWN VINEYARD

This high elevation vineyard estate crowns our third hilltop in the Dundee Hills with spectacular south-facing, sweeping views of the Willamette Valley.

AVA	<i>Dundee Hills</i>
VARIETALS	<i>Pinot Noir, Chardonnay</i>
PRIMARY SOIL TYPES	<i>Jory of varying depths</i>
YEAR PLANTED	<i>2014 – 2017</i>
TOTAL ACRES	<i>79</i>
PLANTED ACRES	<i>24</i>
ELEVATION	<i>745 – 900 ft</i>



DOMAINE SERENE WINES

Our Wines

95

POINTS

IWR

95

POINTS

JS

92

POINTS

WE

93

POINTS

WS

2017 Vintage

VARIETAL

100% Pinot Noir

APPELLATION

Willamette Valley

BARREL AGING

16 Months, 100% French Oak

HARVEST DATE

9/25/17 - 10/15/17

ALCOHOL

14.4%



#1

Pinot Noir
in the World
Wine Spectator
2013

EVENSTAD RESERVE PINOT NOIR

- Flagship wine of our Pinot Noir program
- The essence of the “Art of the Blend”
- Selected barrels from our Estate vineyards
- The defining standard by which all our Pinot Noirs are measured
- Clonal variation and site-driven diversity allows for consistency and precision each vintage

“Refined and stately in style, offering elegantly complex raspberry and cherry flavors, with orange peel and clove notes, gaining structure toward polished tannins.”

Wine Spectator
www.winespectator.com

Our Wines

94

POINTS

JS

92

POINTS

WE

95

POINTS

IWR

92

POINTS

WS

2018 Vintage

VARIETAL

100% Chardonnay

APPELLATION

Dundee Hills

BARREL AGING

14 Months, 100% French Oak

HARVEST DATE

9/15/18 - 9/28/18

ALCOHOL

13.6%



#1

White Wine
in the World
Wine Spectator
2016

EVENSTAD RESERVE CHARDONNAY

- Flagship wine of our Chardonnay program
- Like its Pinot Noir counterpart, illustrates the art of blending select barrels from our Estate vineyards
- Complex, balanced, elegant and persistent
- Rests on the three pillars of Dijon clones, Jory soils and high elevation

“Polished and elegantly opulent, with pear and apple flavors, accented by spice notes and finishing on a lingering steely detail.”

Wine Spectator
www.winespectator.com

Our Wines

92

POINTS

IWR

91

POINTS

WE

92

POINTS

WA

2017 Vintage

VARIETAL

100% Pinot Noir

APPELLATION

Willamette Valley

BARREL AGING

14 Months, 100% French Oak

HARVEST DATE

9/26/17 - 10/16/17

ALCOHOL

14.2%



YAMHILL CUVÉE PINOT NOIR

- Our signature blend from Yamhill County
- Named for the county that is home to each of our seven vineyard Estates
- Consistent, approachable, vibrant, silky

“Lovely fruit flavors combine red berries, cherries and subtle notes of orange peel. The tannins are firm and polished, and for such a large production wine it maintains good focus throughout the finish.”



Our Wines

90

POINTS

WE

90

POINTS

IWR

DOUBLE-
GOLD

2020 SF Chronicle Wine
Competition

v. XII

VARIETAL

Proprietary

APPELLATION

Oregon

BARREL AGING

Proprietary

HARVEST DATE

1/7/20 - 1/9/20

ALCOHOL

13.5%



‘r’ ROSÉ

MULTI-VINTAGE

- Artfully blended dry-style Rosé
- A graceful balance of freshness and richness
- Array of exotic fruit characteristics
- Aromatic complexity, flavor intensity, textural balance

“This non-vintage rosé, modeled after a Bandol, is a blend of grapes and vintages, yet retains superb freshness and offers unusual complexity. Rich and tart, with a creamy strawberry core, it also shows sandalwood highlights and a hint of barrel toast.”



Quality Guaranteed

EPIC WINE DEMANDS AN EPIC CORK

- The DSGC stamp ensures our commitment to meticulous testing standards of all our wines, beginning with our 2014 vintage
- 5 – 7% of wines with natural cork closures are flawed and undrinkable due to cork taint
- Cork-by-cork inspection screens for TCA and other taint
- Program covers all Evenstad Estates brands and wines
- Money-back guarantee for any corked bottles
- DSGC provides unprecedented quality assurance to consumers and trade regardless of how old the wine is or where it's consumed
- The Evenstads have always been committed to wines that reward extended aging - they believe natural cork is critical to this goal
- Just the right amount of oxygen to soften tannins slowly and develop complexity



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