



FOR IMMEDIATE RELEASE  
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*A Reserve Pinot Noir that truly is what it is... Reserve!*

### *2005 Oak Knoll Pinot Noir Willamette Valley Reserve*

Hillsboro, OR: When Ronald Vuylsteke started Oak Knoll Winery in 1970, his pioneering standards of integrity were ingrained in all that was then and would become the Oak Knoll of today. At that time, there were only a few vineyards and a handful of wineries in all of Oregon, and a "Reserve" wine designate meant just that, something truly extraordinary.

Although Ron has passed on the baton of operations to his three sons (John Vuylsteke, Tom Vuylsteke, and Greg Lint) and his winemaking nephew Jeff Herinckx, those internalized habits of excellence that Ron established in the 1970s, firmly remain in today's Oak Knoll. There's a sense of functional management among this new generation. Collectively, they're determined to reestablish Oak Knoll as a historical treasure that's moved into modern winemaking, while still maintaining their sense of history.

Greg, John, Tom, and Jeff understand what "Reserve" truly means... If an Oak Knoll Pinot Noir is to be called "Reserve," it must meet the following criteria:

- Their Pinot Noir Reserve must show the absolute best expression of the fruit.
- It must completely demonstrate that it's the best of the best; not necessarily from a single vineyard.
- Not every vintage is automatically crafted as a Reserve. Each year fruit production is evaluated to meet Oak Knoll's rigorous standards of quality. That vintage may not deserve to be crafted as a "Reserve," and consequently, years can be skipped for the production of Oak Knoll's Reserves.

In fact, the last two most recent vintages of the Reserve Oak Knoll Pinots were the Oak Knoll **2001** Reserve, and prior to that it was the Oak Knoll **1998** Reserve, with no other vintages in between! Oak Knoll's flagship Pinot Noir achieved prominence in 1983 when its 1980 Vintage Select Pinot Noir won Best of Show and the Governor's Trophy at the Oregon State Fair Wine Competition. One of the judges was famed California winemaker and consultant Andre Tchelistcheff.

After hearing that Oak Knoll had made the Best of Show wine, Andre phoned Ron Vuylsteke and told him, *"I have spent the past fifty years of my life searching for the world's finest Pinot Noirs, and yours is among the greatest I have tasted."* What Ron achieved then is being replicated in the Oak Knoll Pinot Noir Reserve program today, and it delivers what it promises.

There are **only 578 cases** of the 2005 Oak Knoll Pinot Noir Willamette Valley Reserve. Suggested Retail is \$34.00 a 750 ml bottle.

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