## Media Contact

Broussard Communications Melissa Broussard, 503-702-4620 Melissa@broussardcommunications.com @BroussardComm



## Red Electric Wines Announces New Fall Releases Ahead of Holiday Season

Ribbon Ridge Winery Offers National Shipping of Newly-Released Wines



**PORTLAND, OR. (Oct. 18, 2023)** – <u>Red Electric</u>, an independent winery that crafts pinot noir and chardonnay wines with estate grapes exclusively from Armstrong Vineyard in the esteemed Ribbon Ridge AVA, has announced the release of its 2021 vintages for orders ahead of the holiday season, available for shipping nationwide.

Red Electric's 2021 releases include:

- 2021 Red Electric Chardonnay Evening Primrose
- 2021 Red Electric Pinot Noir
- 2021 Red Electric Pinot Noir TGV

"The 2021 vintage was spectacular in the Northern Willamette Valley, plan and simple," said winemaker John Grochau. "The yields were slightly down, which led the wines to be more concentrated and display ample tannin and structure to frame the fruit. The wines are fresh and lively - and while not a crime to drink them now, should age well for 10 to 20 years."

Founded by Grochau and Doug Ackerman, Red Electric Wines was inspired by the vineyard's exceptional fruit and a mutual love of the Ribbon Ridge region. With Grochau guiding the wines through crush, fermentation and élevage, Red Electric's mission is to create balanced, beautiful, and intense wines that utilize and highlight all the sections of Ackerman's Armstrong Vineyard. The winery has steadily grown since its founding in 2015 - from originally utilizing about 1.5 tons of Armstrong fruit, to fermenting approximately 10 tons today. Red Electric is able to use all sections of the vineyard to find optimal combinations of Pinot Noir clones and rootstock to assemble final blends. The vineyard has been farmed organically since 2013. Each year, grapes are harvested over several weeks in September and October, allowing variability in sugar concentration (brix), acid and tannin levels.

At an elevation of 300-400 feet and with south and southwest slopes, Armstrong Vineyard was planted in 2007 on the classic, ancient sedimentary soils of the Willakenzie series found in Ribbon Ridge. Ribbon Ridge displays uncommonly consistent, fine-textured marine sedimentary soils. Pinot Noir clones at Armstrong Vineyard include Pommard, Wädenswil and Dijon 114, 115, 667 and 777. In 2017, one acre was grafted over to Chardonnay (primarily Mt. Eden clone, with scion wood sourced from Cameron and Johan wineries).

Red Electric wines are crafted to transparently reflect *terroir* and vintage. The winemaking principles are moderate use of whole cluster fermentation when stems optimally lignified, limited use of new oak barrels, careful barrel selection to emphasize structure, native yeast fermentation, and acidulation only when necessary. In addition to flat rate shipping available nationally, Red Electric Wines are available at stores including New Seasons Market, Great Wine Buys, Skywater Wines and more.

## **About Red Electric Wines**

Red Electric is an independent winery that makes pinot noir and chardonnay wines with Armstrong Vineyard grapes from the respected Ribbon Ridge AVA of the Willamette Valley, crafted to transparently reflect *terroir* and vintage. Founded by noted winemaker John Grochau and Armstrong Vineyard owner Douglas Ackerman, the label was inspired by the vineyard's exceptional fruit and a mutual love of the Ribbon Ridge region. Red Electric was named after the iconic Red Electric commuter trains that began a transportation revolution from 1913 to 1929 carrying passengers from Portland to the communities of the Willamette Valley that are now intimately associated with Oregon Pinot Noir - Sherwood, Newberg, McMinnville, Forest Grove, Carlton, Salem, Eugene and others. Red Electric wines are available to order by emailing redelectricwines@gmail.com. The wines can be shipped nationwide. In the Portland metro area there is free local delivery for 6+ bottles Tuesday, Thursday and Friday, please allow 3-5 days for delivery. Local Portland pick-up of pre-ordered wine is available Tuesdays 10 am - 2 pm, and Fridays, Saturdays and Sundays from 4 pm - 8 pm at 3450 N Williams Ave, Portland, OR 97227. For more information visit the Red Electric website or email redelectricwines@gmail.com.