

FORIS

FORIS VINEYARDS WINERY

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FORIS VINTINARIUM

2001
SPRING—SUMMER

NEW RELEASES

1997 Klipsun 856 cases produced	1999 Pinot Gris 2019 cases produced
1998 Rogue Valley Merlot 2996 cases produced	2000 Gewürztraminer 1345 cases produced
2000 Pinot Blanc 391 cases produced	



SEARCHING FOR A SENSE OF PLACE

By Sarah Powell, Winemaker

I use the words sensitivity and vision because in my opinion, all excellent grape regions with potential for higher end wine quality, and individual sites within the region, offer their own uniqueness of place.

The wine industry is all abuzz these days about terroir: the expression of a vineyard's soil, aspect, regional and localized climate in the wine. With the increased marketing of single vineyard wines, most refer to terroir as the uniqueness of a particular vineyard.

Exceptional single vineyard wines can, indeed, express terroir in its most focused and refined form. But what about the terroir of an entire appellation, be it a particular benchland, valley, county, state, or even country?

I first gained my knowledge of wine growing, and first developed my palate in France, where I marveled at the grand differences between regions and the pronounced differences, or sometimes subtleties, between appellations within a single region. I first gained a global perspective of terroir while working in South Africa. The higher quality Shiraz and Sauvignon blancs of South Africa sang from the glass, resonating the smell of the South African land: the African air, earth, and the native bush of complex herbal aromatics. Nowhere have I found Sauvignon blanc that so reminded me of the greatest French Sancerres, yet, these wines were infused with their own unique complexity of the South African bush.

In the new world, I find that one must seek hard to find wines that sing their uniqueness of place from the glass. In today's global wine market, I find it particularly alarming that much of the world's wine tastes not of its own place, but rather from any place. So much wine is stylized in a highly contrived, marketable, predictable and uninspiring mainstream fashion: reasonably ripe, clean, frequently heavily oaked, benign fruit without complexity, concentration or fruit extract, one-dimensional grape flavor, aromatics and texture.

Could it be that the world's wine industry has become too industrial? Are we over-making the wines instead of letting them make themselves? Have we made the vineyard base too homogenous through streamlined clonal selection, and chronic over-production? As the industry grows, are new winemakers being churned out, with a standardized "recipe for success"? In the big picture, is the industry really more about marketing than what's in the bottle, because most consumers don't know the difference?


Only very rarely have I found a sense of place from larger wineries. It used to be that one could count on a sense of

uniqueness from smaller wineries. In today's winery growth period, I am increasingly disappointed at the number of small wineries pumping out small quantities of wine that tastes like it could have been mass produced, any place. I find it interesting that during my travels in emerging wine regions, it is frequently the self teaching, smaller producer, often without large capital, and without marketing prowess, who has the sensitivity and vision to capture place in the bottle.

I use the words sensitivity and vision because in my opinion, all excellent grape regions with potential for higher end wine quality, and individual sites within the region, offer their own uniqueness of place. If only the winemaker just recognizes how to bring the sense of place out, and how to allow it to be expressed.

I have attended "terroir" tastings of wine from three different winemakers given the same grapes from three different vineyards. The goal was to ascertain if the three groups of three wines were distinguished by each vineyard, subsequently produced by three different winemakers, or whether the wines' differences were determined by each winemaker's interpretation of the three different vineyards. For my palate, most commonly, the winemaker's style largely, if not completely negates the differences between vineyards. All wines reflect a winemaker's stylistic touch. Too often, however, I find the touch is far from subtle. In my experience, terroir can only shine through a wine where the winemaker has a deft touch, in harmony with what the grape had to offer. But to most successfully express the terroir, one has to begin in the vineyard, optimizing what the grape has to offer.

And now we come full circle to the repeated writings I have made linking wine quality, its potential multiple dimensions, and its potential to express its unique place. Fundamental to the vineyard site and how it was managed is the harmony between what nature had to offer and the winemaking goals: lower yields, restrained vine vigor, fruit exposure to the sun, optimum ripeness.....

Many have commented that my winemaking style is based upon balance. I will take that as an extreme compliment, and hope that through my balanced approach, the unique place of Southern Oregon, and the unique vineyards I work with, sing from every glass of wine I have crafted. 



KLIPSUN VINEYARD

By Sarah Powell, Winemaker

No one knows why the bluff marking the eastern edge of the Yakima Valley and situated above the Yakima River, just miles from the confluence of the Columbia and Yakima Rivers is named Red Mountain. It is NOT because the soils are red. One speculation is that as the bluff's shallow-rooted native bunchgrass dries up early in the spring, the hill looks red compared to the other brown hills as the sun shines down upon it. Over the last twenty years, however, winemakers familiar with the grapes grown here have their own reason for the mountain's name: the red wine grapes grown here are of uncommon and unique spectacular quality.

Red Mountain was a barren hill, until 1972 when Kiona Vineyards pioneered planting wine grapes on the slope. They were alone until the early 1980's when a few more daring individuals chose to cultivate this barren and very exposed bluff. At the time, the Washington wine industry was very young, and the majority of sites planted to wine grapes were small parcels of large farm operations, with ample irrigation water, easily and cheaply accessed from irrigation districts. To plant on Red Mountain required digging very deep wells, which run on quite expensive electric bills. The exposure, soils and natural conditions of the bluff presented its own farming challenges, as well. These early pioneers were producing naturally low-tonnage grapes and low-vigor vines during an era when the majority of growers and wineries alike were interested in high production, and few wineries recognized or were willing to pay for high quality fruit.

David and Trisha Gelles were two of these renaissance grape growers in the early 80's, establishing Klipsun Vineyard on the warmer western slope of Red

Mountain. David, a metallurgical engineer and Trisha, an avid English wine aficionado, raised on the great wines of Bordeaux share a love of agriculture and great wine. From the beginning they have worked closely with and entrusted the stewardship of their land to the careful management of Fred Artz, "Mr. Red Mountain", as I like to refer to him. Fred's intuitive, thoughtful and dedicated attention to detail has allowed Klipsun to both grow to 120 acres, and lead the way on Red Mountain to understanding the quality potential of this microclimate.

I first had the opportunity to work with Klipsun grapes in 1989, when I worked for another winery in Washington State. It was obvious to me then, that the viticultural decisions and expertise at this vineyard were light years ahead of the majority of the rest of the state. The vineyard proved to be one of the earliest ripening sites in the entire state, exhibiting remarkable consistency and full, early ripening, despite vintage variation. The wines produced from these red grapes had equally remarkable intense color, depth, aromatics, flavors, and sheer power. Huge wines from consistently huge grapes.

The uniqueness of Red Mountain's fruit is indelibly linked to its "terroir", the unique set of natural circumstances: aspect, soil and microclimate. Red Mountain is a DRY and very EXPOSED area. It receives about three fewer inches of rain (six instead of nine) than the neighboring Horseheaven Hills to the south or the Rattlesnake Hills to the north. While most of the winds in the region prevail from the Southwest, the gap in the Rattlesnakes which opens up onto Red Mountain provides winds also from the north. This gap also provides Red Mountain with unusual northern

NEW RELEASE

1997 KLIPSUN YAKIMA VALLEY, WASHINGTON

Varietal

60% Merlot
40% Cabernet Sauvignon
100% Klipsun Vineyard

Harvest Data

Merlot
Picked Sept. 26
25.6 Brix
4.9 g/L TA
3.67 pH

Cabernet Sauvignon
Picked Sept. 30
25.2 Brix
4.4 g/L TA
3.47 pH

Barrel Aging

100% French Oak
25% New Barrels
Aged 25 Months

Bottling Data

13.8% Alcohol
3.61 pH
Bottled Jan. 2000

UNFILTERED

Production

856 cases


Continues on the next page.

Klipsun Vineyard continues

cold air which renders nights colder here than the valley floor, preserving natural acidity and bright berry flavors, and perhaps triggering earlier ripening. The soils are sandy, almost like a very fine-grained beach, requiring precise irrigation management. Exposure to dry heat and wind combined with Fred Artz's vineyard management creates naturally stressed, loose clustered vines with small, intense berries of tremendous power and structure. The wines produced are for people who like their reds "BIG" and, hopefully, for people who like to lay their wine down to age.

A few winters ago, after the devastating January 1996 freeze which damaged many of Klipsun's vines and dramatically reduced their crop for that year, I visited Fred and his chihuahua, Chisto, on a cold, sunny day. "What makes this spot unique?" I asked him. Always aware of both the big and little picture, the thoughtful Fred began his account

with the migratory pattern of Sand Cranes. He described how they arrive at Red Mountain in the fall, but do not land. Instead, the birds take advantage of the site's unusual thermal and wind patterns to slowly spiral higher and higher until they catch a current and shoot southward over the Horseheavens. Harvest time.

Foris buys just a small amount of the fruit harvested at Klipsun, although our 1993 Klipsun Merlot represented nearly the entire first crop of Merlot harvested there. We produce big wines from these grapes, taking our time to age them before release. While many wineries utilizing their fruit are already marketing the very young '98 or '99 vintages, our current release is the still youthful '95 Cabernet Sauvignon. Up through the '95 vintage, we always bottled the Cabernet Sauvignon and Merlot separately, marketing the Merlot one year ahead of the bigger Cabernet. Due to the 1996 winter freeze damage leaving our blocks virtually barren, we produced no '96 Klipsun wines. Since vintage '97, I have chosen to blend the Merlot and Cabernet Sauvignon together, producing one Klipsun wine instead of two. It is my hope that our loyal Klipsun Cab and/or Merlot fans will find the best of both grape varieties apparent in the blends, and that over-all the wine presents new dimensions of complexity and a more velvety, supple mouthfeel for earlier, pleasant drinking. 



Fred Artz with dog Chisto showing re-training of winter damaged Merlot vines.

SCHOOL OF HARD KNOCKS

By Tom Carlisle

Making mistakes in the vineyards beleaguer even the most experienced growers. Mistakes can have remarkable effects on cash flow, quality, and morale. On the upside, however, if one learns from the inevitable mistakes we make in life, things often turn out for the better in the long run.

If Ted had a motto, it might well be: "What did we do right? What did we do wrong? How can we do it better next time?" In addition to increased efficiency and a better product, learning from the School of Hard Knocks also gives rise to good stories—stories that somehow get funnier when tempered by the fullness of time.

Take Ted's plan to conquer Jack Frost. A quarter of a century ago, when he and Meri bought the failing cattle ranch that became Gerber Vineyard, Ted knew he would have to install a system of overhead sprinklers to protect the tender buds and shoots against spring frosts. The first cuttings, just purchased from Myron Redford at Amity Vineyards up north, had been planted in the nursery, and it was time to figure out an action plan on the sprinklers.

The spring rains had stopped, and summer started early, the soil hardening up fast. Ted's oversized 1950's Minneapolis Moline tractor wasn't strong enough to plow the unyielding earth. Since the new vineyard's limited budget precluded a down payment on a better tractor, the decision was made to wait out the summer. In the fall, when the rains started afresh, the ground would be soft and pliable again. Besides, with plenty of other tasks at hand, why not take advantage of the weather?

The fall rains arrived a little earlier than anticipated, but that was okay. Ted fired up the ancient tractor. The first problem developed when it wouldn't turn properly. Forced to make ridiculously wide turns at each end, Ted managed a slow plow of the field. Next came time to work smooth the turned surface with a disc harrow and peg out lines for the trenches which would hold the underground pipes which, in turn, would feed the overhead sprinklers. For this, he rented a "Ditchwitch" from a rental agency in Grants Pass.

The trenching machine turned out to be an infernal contraption. Powered by an archaic chainsaw-like device that broke down with annoying regularity, it moved at an insufferably pokey quarter-mile-a-day—slower if he wanted to dig deeper. And whenever the machine broke down, Ted had to haul it forty miles over winding mountain roads to Grants Pass for repairs. Each round trip and repair, of which there were many, ate up the better part of a day. By the time he

FORIS VINEYARDS WINERY PRICE LIST

CURRENT RELEASES—SPRING/SUMMER 2001

CURRENT RELEASES

BY THE BOTTLE

1998 PINOT NOIR \$15.00
Foris Pinot noir consistently offers lush, bright fruit, silky soft tannins, elegant balance, and a medium body for user-friendly consumption.

1998 MAPLE RANCH PINOT NOIR \$30.00
Our premier estate bottled Pinot noir, remarkable complexity, no doubt due to the varying soils of Maple Ranch Vineyard and carefully chosen clones. A classic Pinot noir vintage. The wine is elegantly balanced with a lovely, velvety texture and long finish.

1998 ROGUE VALLEY MERLOT *NEW RELEASE* \$18.00
A particularly lush vintage, full velvety mouthfeel with bright cherry and multiple layers of complexity. Subtly oaked, to show classic Bordeaux like complexity and balance.

1998 FLY-OVER-RED (CABERNET/MERLOT/CAB FRANC) \$13.50
Reminiscent of the classic reds of Southwest France, with earthy complexity and deep brambled fruits. Marvelously approachable, a lightly oaked, enticing wine resonant of the vine and earth from whence it came.

1997 KLIPSUN *NEW RELEASE* \$29.00
A classic blend harmonizing the velvety fullness of Klipsun Merlot with the bold, intensity of Klipsun Cab. A collector's wine worthy of aging for years, but stylized to be approachable now.

1998 CHARDONNAY *NEW RELEASE* \$11.00
Value priced, food friendly, traditional barrel fermented Chardonnay, with great balance. A lovely, silky mouthfeel in a medium body, with a refreshing palate cleansing natural acidity.

1999 PINOT BLANC \$13.00
Botrytis gives this wine its strong "Alsatian" character of honeyed richness, lifted nose and silky mouthfeel.

1999 PINOT GRIS *NEW RELEASE* \$13.50
This wine achieves all the ripeness and body desired in the rich, full style of Alsace. Delicate, yet profound aromatics with all the flavors Pinot gris can offer, wrapped up in a body of superb, silky complexity and balance.

2000 GEWÜRZTRAMINER *NEW RELEASE* \$11.50
A serious Gewurz with superb balance and floral notes comparable stylistically to Alsace, rich aromatics and flavor, full body, long, dry and spicy finish.

2000 EARLY MUSCAT *NEW RELEASE* \$9.00
Beautifully perfumed and spicy with honeyed notes on a clean, crisp, semi-sweet finish.

1995 RUBY (PINOT NOIR PORT) 375ML ... \$10.00 **750ML** ... \$16.00
This wine has surprised endless people with its delicious, supple fruit and very Port-like character.

1995 EARLY MUSCAT LATE HARVEST 375ML \$ 6.25
A sweeter, fuller bodied and riper version of our Early Muscat. Ideal for sweet tooths or dessert.

*Jim and Dwayne placing
stop log timbers in the frost
protection pond dam.*

THINGS TO DO

By Tom Carlisle

Rivers are the heart blood of southwestern Oregon. Our boats, paddle rafts, jet boats, inflatable kayaks, and canoes afford open entry to incredible gorges and spectacular scenery, all within a few miles of Foris Vineyards. For expert and novice alike, the rivers of the Siskiyou Mountains charm and mystify.

Doyle Podhorsky, an effervescent and knowledgeable river rat and raconteur, knows the local rivers like the back of his hand. According to Doyle, the Illinois, the Smith, and the Rogue each possess their own unique character. With little effort, no matter what one's level of expertise, it's not hard to gain passage to a backcountry river wilderness experience lasting anywhere from half an hour to half a day or half a month. It might be as basic as a picnic and a swim or as adventurous as a week of whitewater rafting.

The Rogue, perhaps the best-known river in the area, has the most negotiable whitewater of the three rivers. Downstream from Grants Pass along the Galice-Merlin Road, you can park and hike down to the river almost anywhere. Picnicking, swimming, and fishing are excellent. Or arrange to rent equipment and have the outfitter shuttle you to an entry point and pick you up at a pre-determined termination point.

Whitewater outfitters provide a broad variety of choices, including half and full day trips, camping trips, wilderness lodging, raft supported hiking trips, fishing trips, and trips into the Wild and Scenic sections of the river.

One of Doyle's favorite sites in the Wild and Scenic area of the Rogue is the "Heart Tree" near Zane Gray's cabin adjacent to the Rogue River Ranch about fifty miles below Grants Pass. The famous writer and outdoorsman made a habit of spending as much time as possible here. He collected heart-shaped rocks sculpted by the river and kept them in a pile. For more than fifty years, visitors have added their own finds. Today the collection is massive. So go ahead and add your own discoveries to the still growing collection.



Doyle and Wendy canoeing the Rogue River.

The Smith River, named after the nineteenth century explorer and adventurer Jedediah Smith, cuts through the heart of the Siskiyou. Accessible via US Highway 199 just south of Cave Junction across the California-Oregon state line, you'll find plenty of swimming holes. The Middle Fork can be busy in the summer, so if you prefer a more secluded atmosphere, look for spots along the South Fork. The Smith sports more whitewater than the Rogue but is one of the finest rivers to kayak primarily because once you get past the swimmers it isn't as crowded. For almost complete isolation and wildness, try the North Fork off Low Divide Road. The noisy rapids and "drop and pool" terrain in its narrow canyons creates an experience never to be forgotten.

The Illinois is great for swimming, especially during the summer months when the river is more docile. Take Illinois River Road west of Selma and enjoy the sunbathing rocks, sandy beaches, and cool green waters surrounded by spectacular gorges and pristine wilderness. And don't forget snorkel and fins. According to Doyle, the snorkeling is magnificent right up until about September. With a little perseverance, you'll find holes up to thirty feet deep occupied by Chinook salmon and steelhead.

One of the most challenging whitewater experiences in the area, the Illinois can be downright dangerous and unpredictably temperamental in the spring after heavy runoff. It isn't for the amateur. Drownings aren't at all unusual. If you want to run it, you'll definitely need an experienced guide. But for the adventurous, it's worthwhile. From Deer Creek to where it joins the Rogue at Agness, the Illinois features a multitude of precipitous canyons, hundred foot deep pools, and incredible waterfalls.

No matter whether you choose the Rogue, the Smith, or the Illinois, in addition to a memorable aquatic experience, you'll also encounter plenty of animal life. Southwestern Oregon contains significant populations of black-tailed deer, raccoon, weasels, badgers, muskrat, beaver, blue heron, killdeer, osprey, and red-tailed hawks. If you're fortunate, you may even catch a glimpse of the illusive black bear, coyote, cougar, bobcat, or river otter. So bring waterproof binoculars, and keep your eyes open.

For more information, contact the following: Smith River National Recreation Area (707/457-3131), the Rogue River Galice Ranger Station (541/479-3735), the Illinois Valley Ranger District (541/592-2166), Doyle Podhorsky (541/597-4725), or Foris Vineyards. ☐

CURRENT RELEASE

1998 MERLOT ROGUE VALLEY

Varietal

100% Merlot
100% Rogue Valley

Harvest Data

(Averages from many lots)

GOLD VINEYARD 32%

Picked Oct. 16-29

23-23.8 Brix

4.7-6.0 g/L TA

3.36-3.61 pH

AGUILA VINEYARD 32%

Picked Oct. 27-29

23.0 Brix

3.4 g/L TA

3.66 pH

PHEASANT HILL
VINEYARD 27%

Picked Oct. 27-29

23.4-24.4 Brix

5.1-6.0 g/L TA

3.7-3.8 pH

EVANS CREEK
VINEYARD 8%

Picked Oct. 24-26

23.5-24.4 Brix

4.1-4.4 g/L TA

3.57-3.6 pH

Barrel Aging

100% French Oak

25% New Barrels

Aged 20 Months

Bottling Data

13.8% Alcohol

3.63 pH

Bottled Aug. 2000

UNFILTERED

Production

2996 cases

GRAPEFIELDS, INC.—

On the Cutting Edge in the Discovery of New Wines!

By Julianne Allen, Marketing Director

"We find unknown, undiscovered wineries that we believe in, and then we go out and make others believers in the wine, too."

Visitors to the winery often ask, "Where do we sell the most wine out of state?" People seem surprised when I reply, "Atlanta!" However, it is not surprising to me knowing the team of individuals representing Foris in Georgia through Grapefields, Inc. It goes without saying that Grapefields' success can be measured by their dedication, hard work, professionalism and wine knowledge. But even more important, has been their insight to discover their own niche in the market and then build a wine portfolio to fill that niche. Fortunately for us, we were one of the wineries that met their criteria.

Bottom line, according to owner Lee Kosby, "We find unknown, undiscovered wineries that we believe in, and then we go out and make others believers in the wine, too." Such was the case six years ago when Grapefields discovered an obscure, small, premium boutique winery from an unknown region in Southern Oregon. Lucky for us! Since 1994 when we initiated distribution in Georgia, Foris sales have doubled each year with 36%

more sales on average per month this year over last.

Early on, Grapefields recognized that consumers were beginning to understand that one way to find a great wine value was to find a wine that was undiscovered and had never been heard of. In response, Grapefields made it their mission to seek out the world's finest boutique wineries. "Our objective is to continue to find wines we can take to our customers that will entice consumers to drink more wine," commented Kosby. As their portfolio expands, they are able to make further inroads with more accounts, attaining placements that build brands and their reputations as boutique, artistic productions.



The "our grape bunch" sales and warehouse crew at Grapefields.

With very few exceptions, Grapefields' portfolio represents wineries that were initially unknown in the marketplace. Their mission was to increase brand recognition by selling to restaurants and fine wine establishments. Over the past 5-7 years, the Atlanta market has changed dramatically. The number of restaurants added to Grapefields' account roster in one month is more than the number of retail accounts in one year. Restaurants drive the market because they have the advantage of getting immediate feedback on what the consumer wants. Unlike many larger wholesalers, the first placements for new wineries represented by Grapefields is to restaurants. This gives greater impetus to retailers to carry the wines for area consumers who have sampled these elite items at some of Georgia's finest restaurants.

The old adage "slow and steady wins the race" is Grapefields' mainstay. Their overall philosophy is not to force but to entice customers into discovering new wines. "Restaurants are adventuresome and looking for something new," noted Kosby, who recognized this opportunity and started Grapefields in 1992. His background in accounting has been invaluable as sole owner. Interestingly enough, Lee lives in California and is Grapefields' liaison with their established brands. His passion for wine is only second to his love for discovering new wineries to sign on. With an expanding portfolio of great wines, Grapefields is experiencing continued growth using somewhat unorthodox methods to highlight their boutique wines and wineries.

For example, they do not rely on ratings from *The Wine Spectator*, *Wine Advocate*, or other trade publications to validate the merits of a wine. They prefer to rely on their own palates so that the sales team can confidently match the wines that they represent to the needs of their customers. At weekly staff meetings, new wines are tasted for quality and quality to price ratio.

NEW RELEASE

1999 PINOT GRIS ROGUE VALLEY

Varietal

100% Pinot Gris
37% Estate Grown
100% Rogue Valley

Harvest Data

(Averages from many lots)

MAPLE RANCH 37%

Picked Oct. 23-24

24.3 Brix

5.3 g/L TA

3.20 pH

AGUILA VINEYARD 36%

Picked Oct. 18

23.1 Brix

5.6 g/L TA

3.28 pH

PHEASANT HILL 20%

Picked Oct. 8

23.6 Brix

6.5 g/L TA

3.41 pH

VILLA NOVA 7%

Picked Oct. 23

25.9 Brix

5.8 g/L TA

3.65 pH

Bottling Data

13.8% Alcohol

0.29% Residual Sugar

3.28 pH

Bottled June 2000

Production

2019 cases

Continues on the next page.

Grapefield, Inc. continues

In keeping with their philosophy, Grapefields has assembled a very experienced sales team. Rick Stack, a 20+-year veteran of on-premise sales and marketing, has a sterling reputation with a vast number of restaurateurs and is invaluable to the company. As one of their Sales Managers, Rick's mainstay is to seek out new converts for their portfolio, while guiding his team.

Robbie Lancaster is an "On-Premise Specialist" and is the company's other Sales Manager. His 22+ years of

on-premise sales experience include stints at McKesson Wine and Spirits and National Distributing Company, where he was the number one salesperson several years. Robbie has taken the reins of the high profile on-premise accounts that he serviced for so many years and has dramatically increased Grapefields' presence.

Another former NDC alumnus is David Rimmer. David has a great deal of insight with the larger package stores and is responsible for altering their focus from 'jug' wines to the better, boutique wines that Grapefields currently represents. Prior to joining Grapefields, Lisa Bonnet was the driving force behind two

Atlanta dining institutions, San Genaro and Camille's. Widely known throughout the trade, Joey Glisson is responsible for handling many of the larger off-premise accounts that are capable of handling Grapefields' portfolio. A former general manager with 18+ years of service for some high profile restaurants in Atlanta, Barry Ziemba adds terrific dimension to the on-premise staff. Grapefields hired Denise Ruiz not only for her expertise as a restaurateur, but for her fresh and confident attitude and deep passion for fine wines. Their most recent convert from NDC is Perry Smith. With her affable nature and commitment to establishing the premium segment of the market, Perry has

helped to steer her new charges to fine wine and away from vin ordinaire.

Just as important as a competent sales team, are the individuals who support their efforts. As Office Manager, Ron McGreevey, is responsible for most of the paperwork and purchasing. Jeff Stoddard converted from sales rep to "I-T Guy," does double duty to keep things going smoothly with phone sales and customer relations. The hardest working members of the Grapefields team are deliverymen Bobby Tillman and Cleavon Tyson. Bobby takes great pains to insure that the product is delivered intact, on time and with his infectious smile. Cleavon brings his enthusiastic manner and soft-spoken demeanor to each account, rain or shine. Andre Giddens is Warehouse Manager. He insures that all products are properly stocked and stored in their temperature-controlled warehouse, and that all sales orders are sent out correctly.

Rounding out the current roster is General Manager, Bill Maguire. A former retailer, wholesaler and wine sales rep, Bill brings 18+ years of wine sales experience to bear and is in charge of day to day operations, along with point-of-sale, letters, logistics, pricing and anything that may otherwise fall through the cracks.

As a small wholesaler in a market dominated by "the giants," Grapefields' unusual approach to wines and the way in which they are represented not only has a place in the market but also emphasizes the unique quality and intensity of the wineries that they call their own, including Foris. In 1994, when we first started distribution in Atlanta, there were few accounts that carried Foris wines. Today, there are few accounts that don't. Salutations to Grapefields, Inc. for their years of support and hard work in establishing Foris as a premium brand in the Georgia market! 🍷



Owner, Lee Kosby (left), office manager, Ron McGreevey, and Grapefields' mascot, Casey, often confused for sales manager Bill Maguire.