

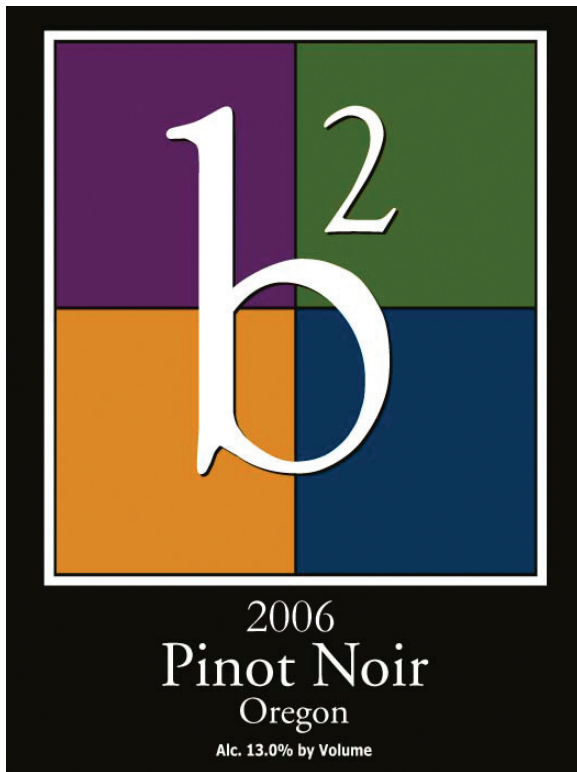
# Eugene Wine Cellars

## The Brothers

Bruce and Brad Biehl were introduced to the wine industry in the late 1970's after working in agriculture during their youth. Bruce leased his first vineyard in 1978 and began developing independent vineyards in the Willamette Valley while earning his degree from Oregon State University in Agriculture Resource and Economics. Since graduating school, Bruce has developed over 140 vineyard operations in 13 counties within Oregon.

Meanwhile, Brad Biehl graduated from UC Davis with a Viticulture and Oenology degree, then moved to Provence in Southern France to co-manage Chateau Revelette. Brad returned to Oregon in 1990 to work with Bruce developing vineyard sites. In 1991 Brad was recruited by Ed King to build one of Oregon's premiere wineries, King Estate.

In 2000, Bruce and wife Bettina opened the doors of Eugene Wine Cellars. Bruce continues his management of independent vineyards, while providing custom wine development services, private label wines, and bulk wine products.



### **This label is in memory of Brad Biehl - b2**

In 2004, Brad rejoined Bruce at EWC to begin a new chapter within this family winery. One of his first requests was the development of a new label. After seeing his signature "b2," this label was created. The other significances: There are five squares on this label indicating number of years in business and the number of vineyards fruit was acquired to make the Pinot Noir and Pinot Gris products.

**Color: Garnet with brick colored edges in the glass**

**Aroma: Bramble Pie, smoky, light cherry and raspberry character**

**This rich, full bodied pinot is well-balanced, acid-to-fruit, with a lovely tannin structure flowing cherry, raspberry, pomegranate, plum and tobacco flavors.**

**Serve this b2 wine with salmon, lamb, pork, and beef.**

### **Harvest Stats:**

**Brix - 24.5**

**TA- 5.5g/l**

**ph- 3.45**

**ONLY 1,200 CASES PRODUCED**