



APPASSIONATA
E S T A T E

PASSION. PATIENCE. PLACE



*Truly memorable wines begin with passion,
develop with patience, and reward your palate with a fully
realized expression of their unique place in the world.*

*This is the experience we want to share
with you at Appassionata.*

ERNST LOOSEN, FOUNDER





P A S S I O N



APPASSIONATA ESTATE began as a passion project for the renowned German winemaker Ernst “Erni” Loosen. Erni’s lifelong love for exploring the world’s greatest Pinot Noirs drew him to Oregon nearly three decades ago. Over many visits, collecting wines and friends along the way, he realized that something special was going on in the Willamette Valley and began to dream of making wine here himself.

“I love drinking matured Pinot Noir. It really opens your eyes to the grape variety and gives you a more profound wine experience.”

ERNST LOOSEN

Never one to merely dream, Erni launched a small, collaborative project with J. Christopher Wines in 2005, bottling a very limited, highly selected Pinot Noir that he named Appassionata. A few vintages later, he put down roots in Oregon’s Chehalem Mountains, where he planted the Appassionata Vineyard and built the Appassionata Estate winery.

Today, Appassionata grows and produces exquisite, expressive wines that we age to maturity at the winery before they’re released.



P A T I E N C E



WINES FOR THE AGES. For Erni, the full character and complexity of a great wine don't emerge until the wine has developed maturity, which can happen only through the passage of time. It simply can't be rushed. Given time — in the barrel and in the bottle — a fine wine will clearly reveal the unique nature of its terroir, as well as the signature of its vintage.

Appassionata wines vividly express their origins and have the depth, structure and complexity to reward long-term cellar aging. We achieve that by growing fruit of exceptional quality and practicing unhurried winemaking that allows the wines to unfold naturally, at their own tempo.

“Great wines show their full potential only with age.”

ERNST LOOSEN

Erni releases these wines only when he feels they've reached the ideal level of maturity for each cuvée. In some cases, we hold wines in our cellar for more than 10 years before release to give them time to emerge in full harmony. When you acquire a bottle of Appassionata wine, it will be just entering the peak of its development — ready to drink now, and with many vital years ahead of it.







P L A C E



THE VINEYARDS. Rooted in the volcanically formed, flood-washed hills of Oregon's Willamette Valley, Appassionata Estate is dedicated to honoring and expressing the soil, spirit and substance of this very special place. Our wines celebrate the unique geology and climate that make this region so highly prized by wine lovers and collectors the world over.

Situated on a gentle knoll, with spectacular views of the Chehalem Mountain ridgeline to the north and the Dundee Hills to the south, our estate vineyards benefit from an extraordinary diversity of site exposures and soil types, both volcanic and alluvial. With über-meticulous, German-style farming, our goal is to transpose the vineyards' distinctive nature from the soil to the bottle.

"Appassionata is an expression of the greatness that the Willamette Valley can achieve with the benefit of age."

ERNST LOOSEN

The Appassionata Estate vineyard comprises 17 acres of Pinot Noir, two acres of Chardonnay, and one acre of Sauvignon Blanc. Planting began in 2010 and proceeded, block by block, over four years. As with the wines themselves, grape vines also need time and patience to establish their roots and develop depth of expression. Today, we see the individual character of each block coming into its own.



“My vision for Appassionata is to journey back to historic winemaking practices, in the days before modern technology, when our best tool was time.”

ERNST LOOSEN





P L A C E

THE CELLAR. The hands-on cellar work at Appassionata Estate follows classic, time-tested methods from centuries of European winemaking tradition. Each vineyard block is harvested individually, carefully sorted, and vinified separately, using small fermenters, hand punch-downs, gentle pressing, and extended maturation in oak barrels, with minimal handling.

The wines rest in barrel for 18 to 24 months, with little or no racking. As their development proceeds, each barrel is tasted repeatedly and the candidates for the various Appassionata bottlings begin to emerge. Assembling the final blends is a process of selecting the barrels that best express the complexity, structure and intensity that we're seeking for each cuvée — all viewed through the lens of ageability.



*“Blending is part of the artform that we practice. It’s a craft,
with both technical and artistic aspects.”*

TIM MALONE, WINEMAKER

THE WINERY. Built in 2010, the Appassionata Estate winery was designed with a healthy respect for our relationship with the surrounding environment. It is nestled into a north-facing slope to take advantage of the naturally cooler aspect. Arched barrel caves, set into the hillside, provide natural temperature and humidity control for the maturing wines. Above ground, durable concrete walls, cast with integral insulation, provide maximum energy efficiency, and rooftop solar panels supply the majority of the winery’s electricity.

INSPIRED BY THE THREE MOVEMENTS OF BEETHOVEN'S COMPLEX AND
DRAMATICALLY EXPRESSIVE "APPASSIONATA" PIANO SONATA, OUR APPASSIONATA
PINOT SONATA FEATURES THREE DISTINCT BUT THEMATICALLY INTERTWINED
EXPRESSIONS OF WILLAMETTE VALLEY PINOT NOIR. THE THREE WINES OFFER
A FASCINATING AND ILLUMINATING JOURNEY THROUGH THE STAGES OF
PINOT NOIR'S DEVELOPMENT AS IT AGES.



P I N O T S O N A T A



ALLEGRO

“Lively and bright”

The opening tier of Appassionata Pinot Noir bears the name of the Piano Sonata’s first movement, Allegro, which is the musical pace of a brisk walk. This cuvée is a barrel selection that shows a precocious liveliness that will drink well as a youthful wine, but is also built for aging. It is bottled after 18 to 20 months in barrel, and released a minimum of three years after the vintage. The Allegro Pinot Noir beautifully displays the initial stages of bottle maturation, and will age gracefully for many years.

ANDANTE CON MOTO

“Gently and unhurried”

The second movement, Andante con Moto, is held longer in our cellar and is released five or more years after the vintage. Made with the same patience and restraint, this bottling is selected to emphasize elegance and refinement, a style reflected in Beethoven’s own performance direction for this movement of the sonata: “Piano e Dolce” (softly and sweetly).

FORTISSIMO

“Dynamically forceful”

Selected for ultimate expressivity and longevity, the Appassionata Pinot Noir finale, Fortissimo, is aged for at least 10 years in the bottle before we release it. With a decade of maturity, the wine becomes a more complete experience, evolving seamlessly across the palate and finishing with a fine extract sweetness, which is the hallmark of any great Pinot Noir. This cuvée epitomizes what we are seeking in Willamette Valley Pinot Noir — a wine that combines brooding intensity with lilting grace and can stand among the classic wines of the world for generations to come.

“PINOT NOIR AND RIESLING HAVE SO MUCH IN COMMON – THEY’RE
BOTH AROMATIC, COOL-CLIMATE GRAPES THAT SHOWCASE THE SOIL
DRAMATICALLY AND AGE BEAUTIFULLY.”

ERNST LOOSEN



W H I T E W I N E S



RIESLING GG

Inspired by the historical winemaking techniques of Erni Loosen's great-grandfather, the Appassionata Riesling is a savory, harmonious dry wine made in the same way as the Dr. Loosen Grosses Gewächs Réserve Rieslings produced in Germany. The GG designation indicates a dry-style wine from a vineyard of special distinction — in this case, the old-vine Medici vineyard, planted in 1976. The wine is fermented in a neutral, 3,000-liter German oak cask, rests on the full lees for two years, and is then held in bottle for up to five years before release.

CHARDONNAY

Appassionata Chardonnay is the expressive summit of this classic Burgundian variety in the Willamette Valley. Fermented and matured in large (500-liter) oak casks, it rests on the full lees for two years before bottling. It then matures in our cellar for another year before its release, a minimum of three years after vintage. The wine's aromatic intensity, kinetic tension and lively structure find their ideal balance during the extended maturation time, ensuring a long life.

ÜBER SAUVIGNON BLANC

Very little Sauvignon Blanc is grown in the Willamette Valley, but it performs well in the section of our vineyard that stands out for its alluvial clay soil. The Über Sauvignon is harvested at optimal ripeness, then fermented and matured in large-format acacia barrels, which gives it the textural benefits of wooden casks, but without any oak taste. With its vivid layers of tropical fruits and its taut structure on the palate, the Über Sauvignon is an invigorating prelude to any Appassionata performance.



VISIT

Come experience Appassionata wines at their source. Enjoy our inviting tasting room, relaxing patio, and buzzing, eco-friendly gardens while taking in commanding views of the surrounding hills and vineyards.

OPEN FOR TASTINGS DAILY, 10 A.M.-5 P.M.

RESERVATIONS APPRECIATED, WALK-INS WELCOME

17150 NE Hillside Drive, Newberg, Oregon
appassionataestate.com



APPASSIONATA ESTATE

First vintage: 2005

Winery and vineyard established: 2010

Owner: Ernst Loosen

Winemaker: Timothy Malone

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