



BACUS VINEYARDS



BRAND DECK

001

A B O U T

We are a family-run boutique tasting room / winery in Oregon's Willamette Valley. Our grapes are grown organically, harvested by hand, and our wines are made using minimal intervention in the cellar. This helps the wines convey a sense of place and fit the demands of a healthier lifestyle. We limit yields to concentrate flavor and prefer higher acidity wines with lower alcohol.

002

C O N C E P T

We differentiate ourselves by focusing on the aroma and scent of wine. We refer to this conceptually as the osmocism. The sense of smell is responsible for about 80% of what we taste. The Paradise garden at our tasting room is being planted with flowers that have aromatic elements that are present in our wines. We provide apothecary jars of spices during tasting for customers to identify and isolate aromas and to educate their olfactory palette.

003

G A L L E R Y

We created fonts as well as the artwork for our wine labels. Our packaging expresses who we are as much as our wine expresses where it is from. The marketing imagery we use is skewed towards visually depicting aromatic elements in the wine.

004

R E S U L T S

Our 2021 estate Pinot Noir and Chardonnay have received 93 point scores from James Suckling and have been recipients of gold and silver medals from TEXSOM. We have successfully placed our wines in several Oregon restaurants and retail outlets via self distribution.

ABOUT BACUS VINEYARDS



Bacus Vineyards are farmed organically and we encourage sustainability through limited tillage and use of in-row cover crops. The tasting room vineyard is nestled on a marine sediment geologic outcropping in the Chehalem Mountains AVA. The acreage was planted in 2011 with a mixture of Chardonnay and Pinot Noir with north to south row orientation to maximize sunlight exposure on the east and west sides of the canopy.

We grow Pinot Noir and Chardonnay and are expanding plantings to include Gamay Noir. Our Pinot Noir is made from single vineyard estate grown fruit. What contributes to our wines distinctive flavor profile is the effect of terroir on the grapes. Our wines convey a sense of place. You can taste the contribution from the mild marine climate including the cooling ocean breezes from the Van Duzer corridor and the lasagna like layers of soil deposits in the Chehalem Mountain foothills. Pinot Noir and Chardonnay fruit expresses these characteristics well.

The soil geology is eastwardly tilted marine sedimentary strata dated to the upper Eocene. The uplifted marine sediment layed down 20-40 million years ago tends to express flavors in Pinot Noir such as bright red cherry that can be pushed to darker flavors with oak and extraction.

We started making wine in our garage when we moved to Oregon thirty years ago. Years of picking fruit and transforming it into wine ignited a dream. We have finally bottled that dream. To take a sip is to savor a droplet of the river of human history.

GOOD WINES, GOOD PEOPLE

OSMOCOSM

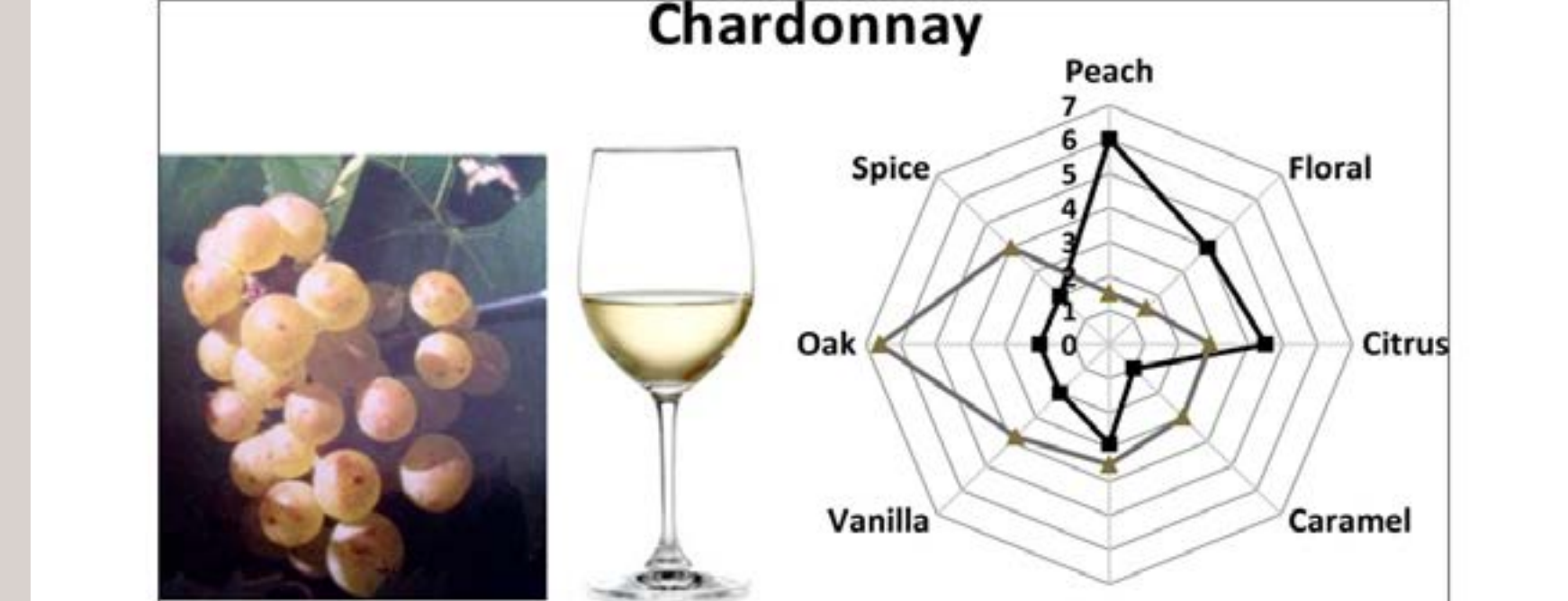
FLAVOR IS AROMA

THE NATURE OF SMELL

The universe of smell involves the connectedness of molecules that have existed since creation and our ability to recognize them. There are similarities between smells, once you learn to identify particular molecules responsible for an aroma you find that a scent can stimulate receptors that give us clues about the environment around us.

Olfactory sense is crucial to your sense of taste but often neglected scientifically. About 80% of your sense of taste is attributed to your sense of smell. Olfaction reveals invisible intangible details of the world of flavor and how we interact with our environment. Our immediate experience is dominated by sight and hearing, but the sense of smell is more intimate as it detects bits of the world around us, stimulating thoughts and memories.

Flavor is combination of taste and smell. Plants are the heros of the osmocsm, they transform solar energy and water into production of aromatic molecules. Most aromatic compounds are made by plants to influence the environment around them. There is a wonderful and effective web of evolutionary relationships around scents that provide cooperative benefits for humans and other animals. Without our sense of smell, our sense of taste is limited to only five distinct sensations: sweet, salty, sour, bitter and the newly discovered "umami" or savory sensation. The bouquet of a wine refers to the many distinct scents detected. Our label design artwork represents bouquet visually as depictions of fruits and flowers that identify an aroma coming forth from an Aulos (or flute) in the form of musical notes.



(Z)- & (E)-A

- ▶ p-Coumaric acid
- ▶ Gallic acid
- ▶ Syringic acid
- ▶ Vanillic acid
- ▶ Caffeic acid
- ▶ Ferulic acid

Sweet & Mouthful

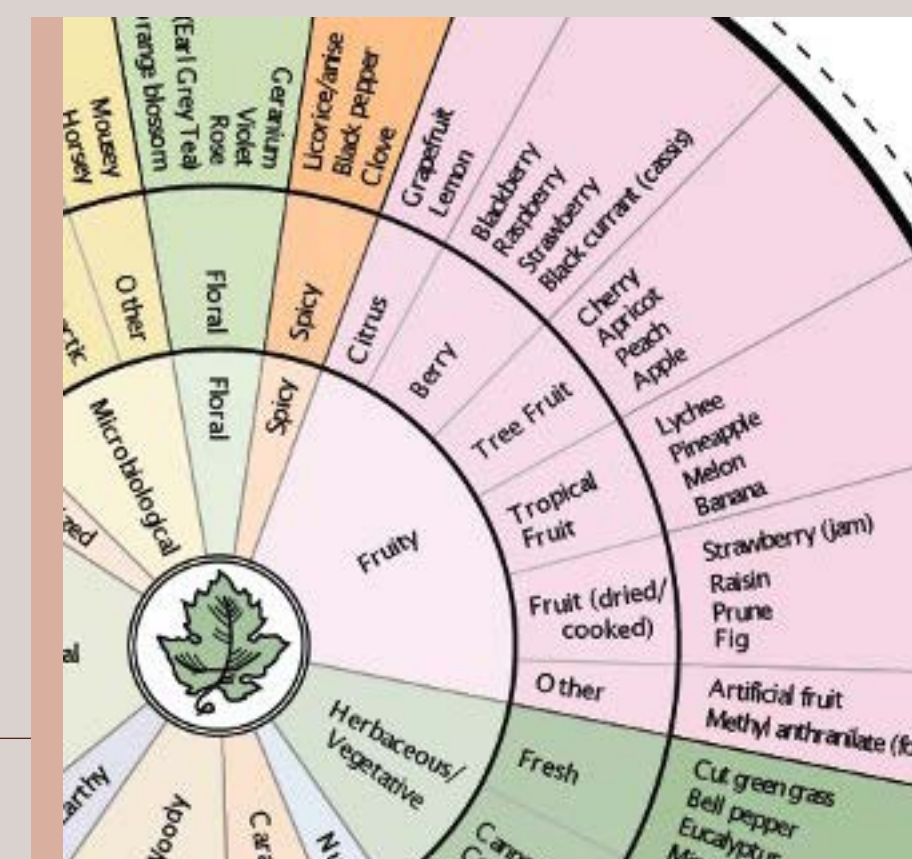
- ▶ Fructose
- ▶ Glucose
- ▶ Glycerol (mouthful)
- ▶ 1,2-Propanediol

Salty (These can help suppress perceived sweetness)

- ▶ Potassium phosphate
- ▶ Magnesium chloride
- ▶ Ammonium chloride

Chemical Structures:

- Syringetin-3-O-β-D-glucopyranoside
- Isorhamnetin-3-O-β-D-glucopyranoside
- Dihydroquercetin-3-O-α-L-rhamnopyranoside





ACCLAIM

OUR BRAND ARCHITECTURE



SATYR BRAND IMAGE

We offer 3 Pinot Noirs, 2 Chardonnays, and a Rose of Pinot Noir. We have a traditional method Sparkling Brut that will be ready for release in 2024. We are also developing a Gamay Noir for 2025.

Primeval Pinot Noir is at the top of our brand architecture, it is an estate wine made with several Dijon clones that express our site and convey a sense of the Chehalem Mountains terroir. James Suckling rated Primeval at 93 points and it was a recipient of a gold medal at TEXSOM.

Aulos is made with whole cluster fermentation with a hint of carbonic maceration enhancing fruit and de-emphasizing tannin. It is a great choice for people who like to drink red wine in the summer but don't want a bold tannic wine.

Clarion is our estate Chardonnay, it is made in the Northern Willamette Valley style of cool climate French leaning but distinctly Oregonian. The oak is beautifully integrated, the impression is a mere suggestion of brioche and vanilla rather than overt barrel aromas. James Suckling rated Clarion at 93 points and it was a recipient of a silver medal at TEXSOM 2023.

Parable is newest Pinot launching in 2023. The Eola-Amity Pommard it was made from, allowed us to create a big bold and boozy Pinot. This wine has yet to be rated or released.

PRIMEVAL IS A SILKY AND CREAMY PINOT WITH NOTES OF RASPBERRIES, WILD STRAWBERRIES, BALSAMIC, CHOCOLATE ORANGE AND LICORICE. POLISHED AND SUPPLE TANNINS FRAME A VELVETY CORE OF BERRY FRUIT. LENGTHY FINISH.



CLARION PHEMOLOGICS





THANK YOU

BACUS VINEYARDS

web: www.bacusvineyards.com

email: mike@bacusvineyards.com

phone: 503 616-8272

HEALTH CONSCIOUS CONSUMERS CARE
ABOUT REGNERATIVE ECOLOGY