



FULLERTON

Fullerton Wines At-A-Glance

Overview: Elegant - Distinctive - Inviting

We work with vineyards, both old and new, that display authenticity and character – they speak the language of their place. In the winery, we tend the winemaking process with an artistic and respectful hand, resulting in elegant and distinctive Pinot Noirs and Chardonnays. Journey with us.

Founded: 2012
Winemaker: Alex Fullerton
Owned & Operated: Eric and Susanne Fullerton
Fruit Sources: Select Vineyard Partners and estate Ivy Slope Vineyard
Varietals: Pinot Noir, Chardonnay, Pinot Gris
Viticulture: Organic, Biodynamic, and Sustainable
Total Production: 6,000 cases

Five FACES
Willamette Valley

	Pinot Noir	Chardonnay
Varietal	100% Pinot Noir	100% Chardonnay
AVA	Willamette Valley	Willamette Valley
Fermentation	Open-top, closed-top, & rotator barrel	Barrel
Aging	100% French oak, 20% new	100% French oak, 10% new

Labels: Single Vineyard Designates & Reserve – Pinot Noir and Chardonnay
 Five FACES – Pinot Noir and Chardonnay
 Three Otters – Pinot Noir, Chardonnay, Pinot Gris, and Rosé

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Winemaker – Alex Fullerton



Our winemaker, Alex Fullerton, started his career in wine working for Penner-Ash Wine Cellars and Bergström Wines. He came into the world of winemaking with scientific curiosity and a deep appreciation for wine's ability to transcend language, culture, and place. Alex learned the winemaking process through hands-on work in the winery, and by asking mentors like Josh Bergström and Lynn Penner-Ash an uncountable number of questions about tending vines and crafting wine.

Alex studied viticulture and enology at Oregon State University. After gaining both practical and classroom experience, he now strives to make authentic, age-worthy wines that profoundly speak the language of this place – the Willamette Valley. Stylistically, Alex

crafts elegant and distinctive wines with lively acidity, integrated tannins, and a tight core of fruit, accompanied by secondary notes of spice and earth.

Alex's winemaking philosophy emanates from his respect for vineyard sites. He works as a guide, helping the grapevines produce concentrated, balanced, and healthy fruit. As with many things, Alex believes less is more. In reality, wine is self-sustainable, and can make itself (with a little help from yeast of course). At Fullerton Wines we prefer the result of fermentation when we let it happen spontaneously. Therefore, we use almost entirely native yeasts in our fermentations. We never fine our wines, meaning that our wines are vegan-friendly. Occasionally, we cross-flow filter some wines that benefit from the process.

Ultimately, Alex produces wines that reflect the vineyard and the vintage. The result leads to distinctive wines that evolve gracefully over time, and pair beautifully with food.

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Origin Story

It was the summer of 1969. "Hop out!" Fourteen-year-old Eric Fullerton obeyed his grandparents, and climbed out of the car. Surrounded by steep slopes planted to grape vines, they approached a home. An unknown woman quickly stepped out to greet them. With hair askew and teeth missing, the mysterious lady addressed his grandparents in broken Danish, then hugged them both. She next turned to Eric, tousled his hair and said, "Looks just like Bodie" (Eric's mother). She gave Eric a hug, while his adolescent mind wondered, "Who is this? And what is going on?"



Boppard am Rhein, where Eric Fullerton's destined meeting with Annie took place. Vineyards line the slopes on the left side of the photograph. Courtesy of Wikipedia Commons.

The gnarly-haired woman was Annie, a German-Jew. As a young lady, she attended the school Eric's great-grandparents built in Haslev, Denmark. The family still ran the school when the German Gestapo took it over as a field hospital amidst the chaos of World War II. During the dark of night, Eric's family smuggled all the Jewish refugees, about fifteen including Annie, to the church. For a few weeks, Bodie became the lifeline for Annie and her fellow exiles. While the refugees hid away, Bodie started a community choir, and held voice lessons twice per day at the church. The rehearsals served as a shield, enabling Bodie to bring food and other supplies desperately needed by the hidden refugees. Eventually, the community successfully smuggled Annie and the others to Sweden, where they remained until WWII ended.

Annie's hug on that summer day in 1969 contained more love and joy than Eric could have imagined. Eric's family, Annie, and her husband, August Lennard Winegutt, spent a memorable afternoon and evening together. August Lennard, whom Annie married after the war, was injured in the war while fighting for Germany, and now walked with a limp. However, on *this* day August made his way around the vineyards with Eric, showing him the winemaking process in his home and basement. Serendipitously, a few months later, Eric went to work for Annie and August at their vineyard and winery.

The work proved grueling. As the youngster of the crew, Eric often received the tough, dirty jobs. However, while working amidst the sweat, history, compassion, and grit, a seed was planted. Forty-three years later, Fullerton Wines launched with 350 cases of elegant and distinctive Pinot Noir and Chardonnay, born out of the history of World War II and a destined encounter.

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Retail Price List

		Suggested Retail Price
Three Otters Wines	Pinot Noir	\$22
	Rosé	\$20
	Pinot Gris	\$20
	Chardonnay	\$20
Five FACES Wines	Pinot Noir	\$36
	Chardonnay	\$36
Single Vineyard and Reserve Wines	ArborBrook Vineyard Pinot Noir	\$50
	Bella Vida Vineyard Pinot Noir	\$65
	Bjornson Vineyard Pinot Noir	\$65
	Croft Vineyard Pinot Noir	\$55
	Fir Crest Vineyard Pinot Noir	\$65
	Lichtenwalter Vineyard Pinot Noir	\$55
	Momtazi Vineyard Pinot Noir	\$65
	Lux Chardonnay	\$55
	Tenebris Pinot Noir	\$90



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Wine Scores

Five FACES Pinot Noir

2016 Vinous **91** | Wine Enthusiast **90** | International Wine Report **90**

Five FACES Chardonnay

2017 Wine Spectator **90** | Wine Enthusiast **90** | International Wine Report **90**

Tenebris Pinot Noir

2017 James Suckling **92**

Lux Chardonnay

2017 International Wine Report **92** | James Suckling **91**

ArborBrook Vineyard Pinot Noir

2017 Wine Enthusiast **90**

Bella Vida Vineyard Pinot Noir

2017 International Wine Report **91**

2016 James Suckling **93** | Wine Enthusiast **92**

Bjornson Vineyard Pinot Noir

2017 International Wine Report **91**

Croft Vineyard Pinot Noir

2016 Vinous **92** | James Suckling **92**

Fir Crest Vineyard Pinot Noir

2016 James Suckling **92** | Wine Enthusiast **91**

Lichtenwalter Vineyard Pinot Noir

2016 James Suckling **93** | Robert Parker **92** | Wine Enthusiast **91**

Momtazi Vineyard Pinot Noir

2017 International Wine Report **91**

Three Otters Pinot Noir

2017 James Suckling **91**



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Timeline

- 1969 Owner Eric Fullerton first introduced to viticulture and winemaking as a fourteen-year-old boy in Boppard am Rhein, Germany.
- 1974 – 1987 Friends Eric Fullerton and Christian Philipson of Philipson Wine travel through Europe and taste wine in all the lauded wine regions of Europe.
- 1997 The Fullerton family moves from Denmark to the Willamette Valley of Oregon. The wines of the valley prove inspirational.
- 2010 Alex Fullerton graduates from the University of Oregon with a degree in Economics.
- 2010 A serendipitous encounter with Lynn Penner-Ash enables Alex to begin his career in wine as a Cellar Hand for Penner-Ash Wine Cellars, where he works for two vintages.
- 2011 Alex works the spring harvest and crush for Drylands in Marlborough, New Zealand. While not the style of winemaking Alex finds stirring, the experience proves foundational to his vision as a winemaker.
- 2011 Alex and Eric Fullerton make their first wine together in a garage with friend Roger Wallberg. While not commercially available, the success with the challenging 2011 vintage helped spur Fullerton Wines into creation.
- 2012 Alex Fullerton works the vintage for Josh Bergström of Bergström Wines, a fellow Scandinavian producer in the Willamette Valley.
- 2012 Fullerton Wines produces first commercial vintage at the new SE Wine Collective.
- 2013 Alex Fullerton embarks on Viticulture and Enology studies at Oregon State University.
- 2013 Fullerton Wines adds Momtazi Vineyard and Croft Vineyard Single Vineyard Designates to portfolio.
- 2014 Fullerton Wines launches Three Otters line of wines focused on crowd-pleasing, minimally-oaked wines of place.



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Fun Facts

FACES is an acronym for the five Fullerton family members: Filip, Alex, Caroline, Eric, and Susanne. This acronym resides on the Five FACES Willamette Valley bottlings of Pinot Noir and Chardonnay.

With experience in the wine industry, Eric Fullerton had frequently been encouraged to make wine himself after moving to the Willamette Valley. However, Alex Fullerton, his son, provided the talent, dedication, and intellectual prowess needed to make this vision a reality. Born into a family of wine enthusiasts, Alex swirled, smelled, and tasted wine from a young age, firmly etching the language, romance, and intrigue of wine into his blood. Fullerton Wines was born.



Alex Fullerton has the Fullerton Coat of Arms tattooed on his upper-arm. The crest hails from 13th century Scotland with three otters centrally displayed. These otters serve as the inspiration for the Three Otters label wines.



All five members of the Fullerton family speak 3+ languages, frequently switching between languages while conversing at home around the dinner table.

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