



BRIDGEVIEW VINEYARDS AND WINERY

Cave Junction, Oregon

Lelo and Bob Kerivan first started shaking up the Oregon wine industry in 1986, when they converted a 75-acre field in Southern Oregon's Illinois Valley to Chardonnay, Pinot Noir, Riesling, Gewürztraminer, and Pinot Gris grapes. "You're crazy!" exclaimed experienced growers, for Lelo and Bob planted dense rows of vines only six feet apart, instead of the usual 12 that prevails in the United States. "You can't fit a tractor through the rows," the naysayers continued. The

Kerivans not only ignored the criticism, but ventured further from typical American grape-growing practices, pruning each vine to allow just 20 buds, instead of the usual 60 to 80. To outsiders, the couple looked like rebels without a cause.

But in fact, the "rebellious" Kerivans were acting on carefully researched plans that were deeply rooted in European tradition. Lelo had grown up in Germany, where dense planting of vineyards is a centuries-old practice. When she and



*Winemaker & Vice-President,
René Eichmann*

Bob, a Miami air freight executive, decided to retire in the Illinois Valley in 1979 ("the fishing was excellent"), Lelo recognized the region's potential for growing European varietals. "Every German dreams of having a vineyard," laughs Lelo. Her hobby soon outgrew the two-acre yard, and the Kerivans purchased the adjacent

field to create Bridgeview Vineyard and Winery. Lelo's son René arrived from Germany in 1980 to play a hands-on role in the family business.

The rebels' approach turned out to be right. Almost overnight, Bridgeview sprang to prominence in the

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- Lelo Kerivan, owner

Oregon wine world. Today, the winery has a storage capacity of 300,000+ gallons and a production capacity of 100,000+ cases, which makes Bridgeview one of the largest wineries in

Oregon. Bridgeview produces: moderately priced, gracious wines in the varietals of Cabernet Sauvignon, Chardonnay, Gewürztraminer, Merlot, Müller Thurgau, Muscat, Pinot Gris, Pinot Noir, and Riesling. Bridgeview is most famous for their line of "Blue Moon" Riesling, Chardonnay and Pinot Noir. Other lines include Black Beauty Merlot and Cabernet Sauvignon and a Premium line that includes Reserve Pinot Gris and Reserve Pinot Noir.

Almost all of the grapes are grown in the 85 acre estate vineyards in the Illinois Valley and the 80 acre vineyard located in the Applegate Valley. The Applegate Valley recently has been approved Oregon's sixth appellation and is known for its deep, well-drained soils, warm days and cool nights well-suited for the Merlot and other Bordeaux varietals Bridgeview has planted there. The winery is still very much a family-run operation, with Lelo and Bob at the helm and René serving as both winemaker and vice president.

The winery welcomes visitors year round. A secluded deck and peaceful lake provide a perfect venue for wine tasting.



Visitors to the winery can enjoy the picturesque views from the deck and enjoy the beauty of the lake filled with water fowl and stocked with rainbow trout.

Success hasn't changed the Kerivan's original focus on having fun while making wine. Says Lelo, "If I saw this as work, I wouldn't do it!" Bridgeview has continued to shake up the wine world by introducing blue bottles for their "Blue Moon" Riesling, and "Blue Moon" Chardonnay, and by using colored, recyclable synthetic corks in some of their bottles.

Visitors to Bridgeview Winery can taste an array of fine wines and picnic on the estate, while enjoying views of landscaped gardens and pristine lakes. Many visitors opt to overnight at Bridgeview's own bed-and-breakfast lodge, the Kerbyville Inn, with five wine-themed suites. Bridgeview cordially invites you to visit the winery, sit on the deck, and watch the sun set behind the mountains with a glass of wine in hand.

BRIDGEVIEW VINEYARDS AND WINERY
4210 Holland Loop Road, Cave Junction, OR 97523
Toll Free: 877-273-4843
www.bridgeviewwine.com

Tasting Room Open Daily from 11am to 5pm
Tours Offered upon Request

Directions to the Winery

From the coast, take the 199 Redwood Hwy. east to Cave Junction, then head south on Hwy. 46 toward the Oregon Caves. After 2 miles, follow the blue signs to the right (Holland Loop Road), the winery is 4 miles from Cave Junction. From I-5, exit at Grants Pass and take the 199 Redwood Hwy. west to Cave Junction and continue as above.