

Stephen Reustle



Given my love of motorcycles (I bought my first mini-bike with my own money at the age of 11) and adventure, my dream was to be a mechanic and own a string of gas stations. As fate would have it, I met a girl, the valedictorian of our high school class, who encouraged me to

apply myself scholastically... the result was graduating summa cum laude at Rutgers University.

Strangely enough I was a teetotaler until the age of 23 when a partner at Arthur Andersen & Co, where I was employed as a CPA, insisted that I had to learn to drink socially if I ever wanted to get ahead in business.

My dad, a devout beer drinker (I believe Schlitz was his brand of choice) whose hand never held a glass of wine clearly was not going to be the partner's idea of a wine mentor. Lucky for me a neighbor, Dr. Preece, was more than willing to take on that role. Doc's sphere of friends were at the upper ends of society... I saw pictures of him with President Eisenhower (no kidding) and other social elites... I was impressed!!!

Doc started my wine education beginning in Spain... I can still taste my first bottle of 1966 Cune Grand Reserva. This wine got my wine collecting career started... ahh the purity of old aged Tempranillo!

To my good fortune, my marketing company took off and I began to regularly dine with CEO's and influential clients where \$100+ bottles of wine were the norm... witness the birth of one's palate.

What was at first a perk of my business soon became a consuming passion. After selling my business, I moved my family to the West Coast to look at potential sites for a vineyard and winery. At first focusing on the Sonoma Coast... I ended up in the Umpqua Valley of Oregon.

In 2001, I purchased 200 acres in the heart of the Umpqua Valley. 40 acres of hillside (some places in excess of 35% grade) were plotted out for the vineyard. With the help of Greg Jones, Southern Oregon University Climatologist, and John Gladstone, author of *Viticulture and Environment*, I found 14 different varieties that would grow well at the site. One of which, Grüner Veltliner, was at the time unknown in the United States. I became the first to produce this varietal stateside with our 2005 vintage.

The love affair with Grüner Veltliner began in the 1990's when I embarked on a motorcycle trip through the Austrian alps. It was on this trip that I first tasted the varietal... it would become my love story that would bring home Gold medals each and every year.

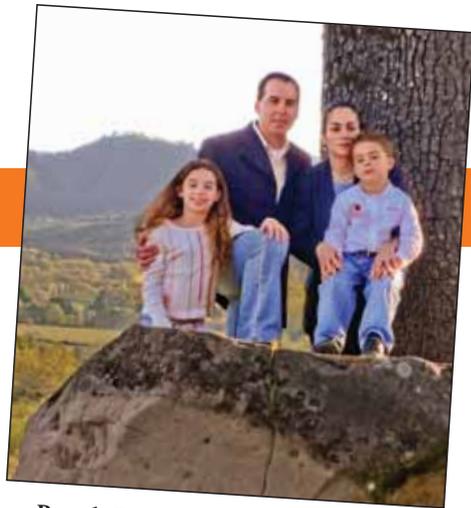
A self-taught winemaker, I used the first few years as the vineyard was being established to invest heavily in course materials from U.C. Davis, as well as recruiting help from top winemakers from the Willamette and Umpqua Valley. The first vintage of Reustle - Prayer Rock Vineyards wine became available in 2004, and substantial growth and accolades have followed.

In 2008, winemaking moved from our "carriage house" to a new state-of-the-art winery and cave built on the estate. Two years later, Reustle - Prayer Rock Vineyards was named 2010 Small Winery of the Year at Riverside International Wine Competition.

I and my wife Gloria and our two children live a short walk from the winery. Gloria heads up the tasting room, when not shuttling our children to soccer tournaments and volleyball games.

Our Story

Before the vineyard and winery, Stephen and Gloria Reustle owned a successful marketing company that taught them the value of providing “world-class” product to a loyal customer base. Upon arriving in the Umpqua Valley of Oregon, Stephen carefully mapped out 40 acres of vineyards to be planted. Each variety, clone, and rootstock was carefully selected to match the diverse hillside soil and unique micro-climates. Using only fruit grown from the estate's **Prayer Rock** and **Romancing Rock Vineyards**, winemaking is kept to small lots preserving the distinctiveness of each varietal and clone.



Reustle Family at Prayer Rock ~ 2005

And yes, there really is a “**Prayer Rock**” at the vineyard -- at the top of the south-facing slope is a large rock that was the meeting place for Stephen and his son in the mornings to pray to **God** for blessing over their vineyard. Not only did this family practice establish the name of the vineyard, but it has kept the Reustle's very busy. Since then, they have bottled 5,000 - 8,000 cases of wine annually, selling out every year.

Winemaking Ideology

"We will not grow beyond our ability to handcraft and manage **Reustle - Prayer Rock Vineyards** as a family. There is no substitute for low yields, careful clonal selection, viticultural and enological best practices. We are sensitive to high alcohol levels and overripe fruit flavors. We prefer wines of finesse, balance and length... We make the kind of wine we most like to drink at home around the dinner table with family and friends."

Stephen M. Reustle
Owner/Winemaker



The Grüner Veltliner Story



With our first vintage of Grüner Veltliner in 2005, Reustle - Prayer Rock Vineyards became the first winery in the U.S. to produce this remarkable varietal. Stephen Reustle tells the story of pioneering Grüner Veltliner in the foothills of Oregon's Umpqua Valley:

"I was in Austria on a motorcycle tour of the Alps in the 1990's and went into an expensive restaurant. I asked the waiter to bring out what he thought was **the best example of Austrian white wine**, and he brought out a Grüner Veltliner (pronounced Velt-LEANER). Now at the time, I had been a wine collector for 20 years and had never heard of it before. But I tried it and thought it was simply sublime."

"I never forgot that experience in Austria, and a few years later, upon starting Reustle - Prayer Rock Vineyards, I realized **no one was producing Grüner in the United States**. I consulted with Southern Oregon University climatologist Greg Jones about our heat unit accumulation and discovered our site in the Umpqua Valley was well matched for Grüner. So we took a risk and planted it in 2003, becoming the first to commercially produce Grüner in 2005."

"From the very first vintage, I was immediately impressed with the fruit and crisp acidity of the Austrian wine, and have been overwhelmed by the positive response of our Wine Club members and wine competition results. Our Estate Grüner has always done well in competitions, but in 2009, we released our first Grüner Veltliner Reserve (a slightly fuller, more unctuous style of wine) and was blown away by the results: **We won a Chairman's Unanimous Gold at Riverside International, as well as a Double Platinum in the Wine Press NW "Best of the Best" competition**. This confirmed to me the versatility of Grüner and it's unmistakable appeal. I look forward to the years ahead, continuing to champion this grape to our visitors and Wine Club Members."

Stephen M. Reustle
Owner/Winemaker

Grüner Gold *or better*

2012 Grüner Veltliner

Wine Press North West "Best of the Best" - Double Gold
Oregon Wine Awards - Gold

2011 Grüner Veltliner

Wine Press NW "Best of the Best" Competition – Double Gold
Monterey Wine Competition – Gold
Taster's Guild Wine Competition – Gold

2011 Grüner Veltliner Reserve

Wine Press NW "Best of the Best" Competition – Gold
Monterey Wine Competition – Gold

2010 Grüner Veltliner

Northwest Wine Press 'Best of the Best' Competition -Double Gold
San Diego Int'l Wine Competition – Platinum
Oregon Wine Awards - Gold
Taster's Guild Wine Competition – Gold

2010 Grüner Veltliner Reserve

Monterey Wine Competition – Platinum
Taster's Guild Wine Competition – Gold

2009 Grüner Veltliner

Monterey Wine Competition – Platinum
San Diego Int'l Wine Competition – Platinum

2009 Grüner Veltliner Reserve

NW Press 'Best of the Best' Competition -Double Gold
Riverside Int'l Wine Competition – (Unanimous Gold)

2008 Grüner Veltliner

Indy Int'l Wine Competition – Gold

2007 Grüner Veltliner

West Coast Wine Competition – Gold
Indy Int'l Wine Competition – Gold

2006 Grüner Veltliner

Not submitted to competitions

2005 Grüner Veltliner

Not submitted to competitions

Oregon Winery to Watch



Reustle Prayer Rock Vineyards

BY ERIC DEGERMAN

Even a marketing genius might scoff at the notion of labeling Stephen Reustle's second career as "divine intervention."

But the proof is in the bottles from Reustle Prayer Rock Vineyard.

Reustle, in fact, moved his family in 2001 to Roseburg, Ore., to create a vineyard and launch a winery after

selling his direct marketing company in Pennsylvania.

"We have 35 acres planted here, and all the blocks have a Biblical significance," said Reustle (pronounced as Russell). "We named one of blocks as Noah's Bloc. Few people know that in the book of Genesis it talks of Noah being the very first vineyard owner, the very first winemaker and the very first drunk!"

Noah would - and many judges do - enjoy the wines from this young Umpqua Valley operation, which is why Wine Press Northwest named Reustle Prayer Rock Vineyard as its Oregon Winery to Watch for 2009.

Reustle 53, and his wife, Gloria, 41, received a number of gold medals in 2008 from wine competitions. The 2006 Pinot Noir earned gold at the Los Angeles International and the West Coast. His 2006 Tempranillo also garnered gold at L.A., the Northwest Wine Summit and an "Outstanding!" from Wine Press Northwest. The 2007 Viognier also earned "Outstanding!"

However, Reustle's production of the Austrian white variety Gruner Veltliner first gained him acclaim, and a gold medal at last year's West Coast for the 2007 Gruner Veltliner proves the grape will work in the Umpqua Valley.

"I was in Austria on a motorcycle tour of the Alps in 2001 and went into an expensive restaurant," Reustle recalls. "I asked the waiter to bring out what

he thought was the best example of Austrian white wine, and he brought out a Gruner Veltliner (pronounced Velt-LEANER)."

The grape enchanted Reustle, so he consulted with Southern Oregon University climatologist Greg Jones and began planting. His first commercial vintage of the variety was 2005.

"We were the first in the U.S. to grow it and make it," Reustle said. "Now I know of at least one other winery in the Willamette Valley that does it."

The winery opened in April 2006 with the release of estate fruit from the 2004 vintage. Bottlings now include Grenache, Merlot, Pinot Gris, Riesling, Sauvignon Blanc and Syrah, with Malbec, Roussanne and Semillon also planted. Production is at 5,000 cases, and guests sample wines inside caves built into a hillside.

Reustle called himself a self-taught winemaker, but he credits Australian professor Richard Smart as well as Oregon vintners Joe Dobbles, Kiley Evans, Earl Jones and neighbor Scott Henry for guidance over the years.

And the notion of using a Gandhi quote on a cork of a Dobbles wine gave Reustle an idea which led to a sin in the eyes of the Alcohol and Tobacco Tax and Trade Bureau (TTB) regarding that inaugural 2004 vintage.

"I challenged my Sunday school class to come up with a Bible verse that I could put on my cork that would put wine in the proper light," Reustle said.

A student offered up Ecclesiastes 9:7 - "Drink your wine with a happy heart. God approves of this."

The TTB did not approve. "You are making a therapeutic curative claim with this," Reustle was told.

Problem was he'd sunk the corks in the bottles. He pleaded ignorance and asked for mercy. Word came that he could use up that shipment, but never cite that verse again on cork.

"We are allowed to put 'Ecclesiastes 9:7' on the cork," Reustle said. "Our hope is that someone opens the bottle, looks at the cork and says, 'Who would put Ecclesiastes 9:7 on a cork?' and then goes to the Bible."

A medical emergency drew Stephen to Christianity several years ago, and the Reustles want to use their wine to spread their message.

"We're looking at this to be the machine to build a school, a seminary and a pastors retreat," he said. "The first step in that was starting a Christian academy school. And we have men's Bible study here every Thursday. I supply all the wine and the appetizers, and we study God's word. It's just great fellowship."



REUSTLE
PRAYER ROCK VINEYARDS



SOIL DEO GLORIA

CRAFTING WINES OF FINESSE, BALANCE AND LENGTH IN THE UMPQUA VALLEY