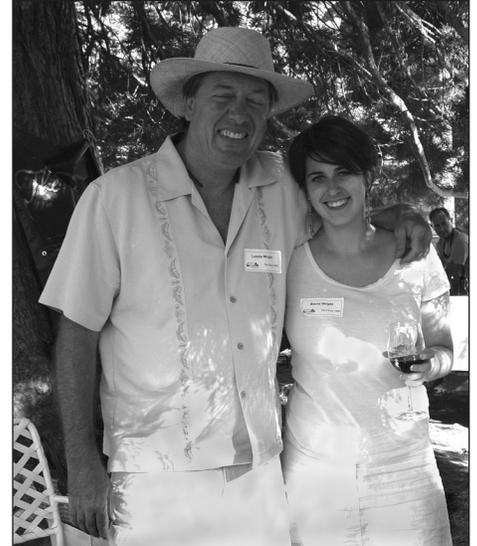




The Pines Welcomes Second Generation

The Pines 1852 moves into the future by bringing the second generation of family into the business. Sierra Wright, daughter of founder Lonnie Wright and Linda Wright, was hired in June to manage sales, marketing, special events, and wine tastings. Sierra Wright had been working for The Pines while at school, graduating in May 2005 from Linfield College in McMinnville, Oregon. Wright earned a Bachelor of Arts in Business with an emphasis in management and a Bachelor of Arts in Mass Communication with an emphasis in journalism and public relations. After considering job offers from insurance companies, financial institutions, and technical companies Wright decided that The Pines was the right fit for her. Wright stated “I



initially did not intend to work for The Pines right out of college, but I kept thinking about how much I could contribute to the company and to my dad, should I come on board. The more I thought about it, the more I realized how much I wanted

to be a part of The Pines.” Wright continued, “The Pines is at a

-See ‘Sierra’ on page 4

Upcoming Events:

Labor Day Weekend Wine Tasting

Hood River Hotel
Sept. 3-4th, 12-6pm

Old Vine Zin Release Party

The Pines Estate
Sept. 24th, 4-9



New Wine Varieties:

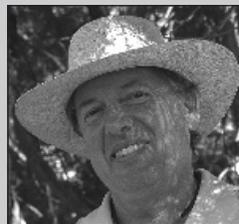
The new additions to our wine selection are coming soon. Please call Sierra Wright at 541-993-8300 for more information.

“Big Red”

Enjoy a rich, silky blend of Merlot, Zinfandel, Syrah and Cabernet.

“Sweet Sierra”

Finish off a meal with a smooth zinfandel dessert wine guaranteed to make your mouth water.



“I have been trying to figure out how I got all of these jobs done before Sierra came on board, but the truth is, I didn’t.”

-Lonnie Wright

A View from the Vineyard

By Lonnie Wright

I thought it might be interesting to let you know what’s going on in the vineyard. After all, that’s where our wines all begin. That’s why I have decided to keep you all updated in each newsletter with what I see out there in the

vineyard or I’ll expand on some viewpoint. Everyone gets on a soapbox sometime...I guess this will be mine.

We started veraison last week around August 11th. That tells me that we are about six days late with this year’s harvest, given that

-See ‘Vineyard’ on page 2



Above: A view of Mt. Hood from the young vine zinfandel block of The Pines Vineyard.

- 'Vineyard' continued from pg 1

we usually start veraison around August 5th. Bloom was almost ten days late this year, so we've made up four days with this recent hot weather.

Veraison is the phase when the grapes change from sizing to building sugar. The berries soften and red varieties change from green to burgandy. At first, the berries change color one berry at a time, then they gain momentum and color more rapidly. After veraison begins, it is about 55 days until harvest, depending on the rest of the season's weather. If we make up another six days we will be picking by the first of October.

On another subject, The Pines has now doubled its sales force. That's right, we've gone from one: me, to two: my daughter Sierra and I. I'm very proud to make this announcement.

Sierra has graduated from Linfield College with a double major. She

Filet Mignon with merlot and mushrooms

Shopping list:

- Six 6oz filet mignon steaks 1 inch thick (you may substitute with 4 sirloins)
- Salt and Freshly ground black pepper
- 3 teaspoons olive oil
- 3 tablespoons unsalted butter
- 2 cloves of garlic minced
- 1 shallot diced
- 1 portobello mushroom sliced
- 4 oz. crimini mushrooms sliced (you can save time with pre-sliced packages)
- ½ cup low-sodium beef broth
- ½ cup The Pines Merlot (if you need more wine...add more!)

Hint du jour: Use this tip to gain easy access to a clove of garlic. Place the garlic on a cutting board, using the blade of a large chef's knife (turned parallel to the board) smash down on the garlic with the palm of your hand. This not only makes the garlic clove easy to peel, it releases the garlic juice for a more flavorful experience!

Let's get started:

- 1) Pour yourself a glass of The Pines merlot...I never cook without wine!
- 2) Season the steaks on both sides with salt and pepper. Heat 2 teaspoons oil and 1 tablespoon butter in a heavy skillet large enough to fit all of the steaks. Add steaks to the skillet and sear both sides until lightly browned (about 2 minutes on each side). Remove steaks to a platter and cover with foil.
- 3) Preheat the broiler to 500 degrees. Place the browned steaks on a lightly oiled broiler pan or a clean, ovenproof skillet. Broil the steaks on the top rack to desired doneness, turning halfway through the total cooking time: 5 minutes for rare, 7 minutes for medium-rare, 9 minutes for medium.
- 4) Meanwhile, as the steaks are cooking, heat remaining butter and oil in the same skillet used for steaks. Once heated, add garlic and shallots to the butter and oil mixture until sweating. Add sliced mushrooms and cook until 'almost' done (about 2 minutes)—if the pan gets dry, go ahead and add a bit more butter. Add beef broth and Merlot. Reduce mixture until slightly thickened (about 2 minutes).
- 5) Place steaks on heated plates and spoon mushroom mixture over each. Serve with The Pines Merlot. Enjoy!

has worked events with us for the past two years. It is very gratifying to me that she wants to be involved in our family business. Even with better financial offers elsewhere, she decided to pursue a career with The Pines.

So what does this mean to you? How about a coordinated sales effort starting with this newsletter? How about a full-time sales person

instead of one who sells when he has time away from the vineyard? How about some retail events and parties? How about a wine club: The Pines Copper Club? How about the quality of our service matching the quality of our wine! These are all things that Sierra brings to the wine table. The Pines wine, Linda and I are very happy to have her on board.

The Pines Copper Club

We recently introduced our wine club. Being a Pines Copper Club member has benefits not available to the general public. These benefits include, but are not limited to the following:

- *No Joining Fee*
- *4 bottles of wine shipped 3 times per year*
- *Discounted rates for special events*
- *Member-only parties*
- *20% off all wine purchases*
- *Complimentary wine tasting at The Pines*



Shipment Dates (during the weeks of):

- Oct. 10th*
- Jan. 10th*
- April 10th*

The October 10th wine shipment will Include:

- 1 bottle 2002 Merlot*
- 1 bottle 2003 Merlot*
- 2 bottles 2004 Old Vine Zinfandel*



Above: Linda Wright visits with a wine club member during the Columbia Gorge Winegrowers Association Wine Celebration.

----- Please cut along the line and send us your information in order to join The Pines Copper Club -----

Name _____

Mailing Address _____

City _____ State _____ Zip _____

Phone _____ E-mail _____

Billing Information:

Credit Card Number _____

Credit Card Type: Visa Mastercard

Expiration Date _____

- *Your credit card will be automatically billed during the week of the shipment date.*



Wright Brings New Energy to The Pines

- 'Sierra' continued from pg 1

point where decisions need to be made now. These are decisions that will dictate the future of this company. I want to be a part of the decision-making, rather than hiring somebody who doesn't understand all the passion, and hard work that went into my dad achieving his dream."

Since joining the team, Sierra Wright has taken over sales, helped bring inventory systems up to date, implemented The Pines copper wine club, scheduled and handled details

for upcoming events including experiencing The Pines by appointment, and helped alleviate some of the stress that has been a burden on Lonnie's back. Lonnie said "I have been trying to figure out how I got all of these jobs done before Sierra came on board, but the truth is, I didn't."

Lonnie and Sierra look forward to the growth of The Pines 1852 in the future.

To experience The Pines please call Sierra Wright at 541-993-8300 to schedule an appointment.



Above: Lonnie and Sierra Wright enjoy a cave tour during a business?? trip to Sonoma, CA.

The Pines 1852
5450 Mill Creek Rd.
The Dalles, OR 97058
541-298-1981

What's Inside:

A Family Business.....pg 1, 4
Upcoming Events.....pg 1
View from the Vineyard....pg 1, 2
Filet Mignon Recipe.....pg 2
The Pines Copper Club.....pg 3

