

# Red Lily Vineyards

11777 Highway 238  
Jacksonville, Oregon



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DISCOVER RED LILY VINEYARDS,

A JEWEL IN THE APPLGATE VALLEY

It's not just a business; it's a gateway to an extraordinary experience and a haven for those seeking a rare and sought-after investment and lifestyle opportunity.



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EXECUTIVE SUMMARY

Welcome to Red Lily Vineyards, one of the most acclaimed vineyards in the esteemed Applegate Valley of Southern Oregon.

Renowned for its exceptional wines and captivating scenery, Red Lily Vineyards presents an alluring mix of established wine and agri-business with great opportunities for event and hospitality expansion. It's not just a business; it's a gateway to an extraordinary experience and a haven for those seeking a rare and sought-after investment and lifestyle opportunity.

This 255-acre ranch and estate boasts strong water rights, breathtaking river frontage, a state-of-the-art winery, mature vineyard, and expanses of quality irrigated land for vineyard and agricultural expansion plus perhaps the most iconic and well-trafficked wine tasting experience in Southern Oregon. Nestled atop a secluded knoll, commanding picturesque views of the Applegate Valley, is the main residence—a quintessential American cedar shingle-style home boasting over 4,000 square feet of living space. The second home, known as the winemaker's house, is a delightful farmhouse that has been thoughtfully updated.

With its well-established reputation and a wealth of infrastructure, Red Lily provides an excellent platform for business expansion. This includes options for expanding vineyard and agri-business operations, developing a hospitality business with a focus on events such as destination weddings, as well as on-site accommodations like bed and breakfast and cabin rentals. An additional estate dwelling and farm-to-consumer sales are also relevant opportunities.

For years, the Applegate Valley has been revered as the crown jewel of Southern Oregon's wine and agricultural region. Recognized as one of the premier destinations in the Applegate Valley, Red Lily embodies excellence in every aspect of wine-making and hospitality. This rare gem offers an unparalleled setting with 4,000 feet of Applegate River frontage and convenient access to incredible outdoor activities. The phenomenal location is a short commute from all the conveniences of Jacksonville and Medford and is centrally located within Southern Oregon.

The offering is a hybrid sale that includes the business, brand, residential, and real estate.

- Property Details -

The property has a physical address of 11777 Highway 238 in Jacksonville, Oregon 97530. It is made up of 2 tax lots and 2 account numbers as shown below.

Property Identification					
Township	Range	Section	Tax Lot	Account #	Acres
38S	4W	25	801	10309774	248.39
38S	4W	25	900	10309806	6.99
				Total	255.38



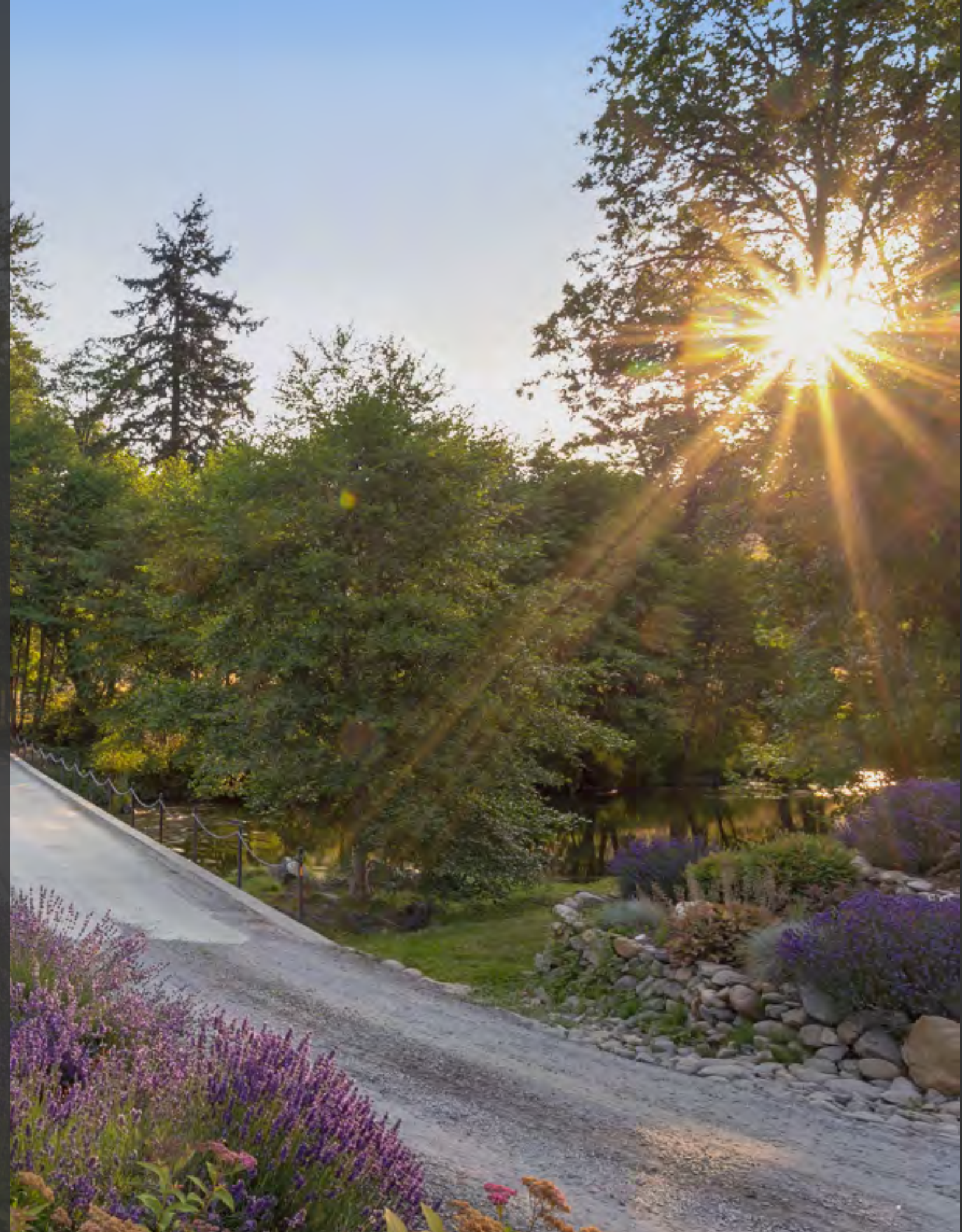


## WINE TASTING EXPERIENCE

As you enter the property on a private road that is shaded by oak savannas, you pass through a custom gate and roll over the Applegate River to the tasting room, and winery. This magnificent property welcomes you with manicured landscaping, alluring architecture, and a great river ambiance.

Step into the tasting room, where the fusion of contemporary design and rustic charm creates an unforgettable experience. The seamless blend of natural materials and modern aesthetics adds warmth and character to the ambiance. Venturing into the historic barn seating area, guests are greeted by an era of rustic charm and elegance. The barn's architecture creates a captivating backdrop for guests to relax and savor their experience. Originally a cattle feed barn and over 75 years old, the barn was renovated alongside the 2010-2011 tasting room construction, it offers interior space partially sheltered by walls made from used wine barrels and two patios facing west and east. The barn, now used for daily visitors and events, features expanding the tasting area to over 4,000 sq.ft.

Red Lily has a total of 2/3 of a mile of frontage along this beautiful river, which is one of the most unique features of this property. The river frontage features an expansive beach where signature red umbrellas, tables and chairs, and a discrete outdoor bar invite guests to enjoy the fruits of the vineyard and the bountiful surroundings. This area also includes the Enchanted Forest Trail that expands the beach experience to include a series of private retreats along the river.







## VINEYARD AND AGRI-BUSINESS

On a higher plateau above the hospitality areas, the vineyards are focused heavily on Spanish grape varieties that are well-suited to the Applegate Valley's soil, climate, and elevation. The "Bean Patch Vineyard" is named after the area where the property's original owners, homesteaders in the late 1800's, grew bush beans. This vineyard was planted in 2008, and is planted entirely to Tempranillo. It has a predominately northern aspect and rises to an elevation of around 1,600 feet. In 2011, the Stargazer Vineyard was planted with Tempranillo, Verdejo, Grenache, and Graciano. This vineyard has a predominantly northern aspect on a varying slope surrounding a knoll that provides an incredible view of the night sky – hence its name!

The property benefits from strong river water rights and a recently updated irrigation system. The property offers a diverse mix of aspects, topography and soil types providing great options for vineyard or Agri-Business. The upper portion of the property has approximately 30 acres of rolling grassy meadows ideal for additional estate-quality vines. The lower pastures offer a multitude of options from additional production vineyard development to a plethora of other Agri-Business opportunities for farm to table ventures. The 50+ acre lower pasture has quality loam soils, level topography, and great blocking.



## OPPORTUNITIES

The Applegate Valley offers visitors many attractions, including the Applegate Valley Wine Trail, Applegate Lake, great hiking trails, and more. However, the area has a significant need for additional overnight accommodations. Based on current zoning, present property use, and recent hospitality trends, Red Lily is a great candidate for the development of both bed and breakfast and /or lodge accommodations.

Furthermore, the property's expanse and diverse character provide many options for expansion in hospitality and event hosting. In addition to several thousand feet of river frontage and the existing outdoor event space, the property has an incredible site overlooking the vineyard and the breadth of the valley, which could be developed into a stunning event venue suitable for hosting weddings and other outdoor gatherings. This breathtaking setting could very well place Red Lily as one of the most sought-after destinations for weddings in the Southern Oregon region. In addition, the property has many opportunities for creating other attractions for guests, including but not limited to romantic picnic areas, vineyard tours, meandering paths along the river, and through the vineyards, and incredible vistas of the valley and distant mountains and more.

Similarly, as the winery business grows, there is room for expanding the existing winery facility, including adding more case goods storage and enhancing operational capacities to meet increasing demands. These development possibilities showcase the versatility and potential of the property beyond its current offerings.







## ESTATE AND WINEMAKERS HOME

The main residence sits hidden on a high knoll overlooking the river and the winery. This 4,470 square foot, American cedar shingle-style home features 4 bedrooms, 3 baths, 2 fireplaces, a gourmet kitchen, and 600 square feet of stunning outdoor living space. Soaring cathedral ceilings greet you as you enter the home's foyer and extend into much of the main level, where you'll find the living and family rooms, gourmet kitchen, a guest bedroom, office, media room and game room with covered patio. Polished travertine tile floors in the kitchen, living and dining rooms create a luxurious feel: a hard rock, maple island, cherry breakfast bar, and vaulted beam ceiling add rustic, yet grand, touches to the kitchen, and tall windows flood the home with sunshine and offer breathtaking views from every room.

The Winemaker's Home is an 1,800 square foot dwelling, with 2 bedrooms and 2 baths, and was remodeled in 2012 with lovely Craftsman-style details, rustic wood beams, a country kitchen with granite counters and stainless steel appliances, and a cozy front porch and deck. This inviting space is a perfect getaway for friends, family, or winemakers. Additionally, the property encompasses a second legal parcel that provides the opportunity to create a third homesite. The property has multiple locations that could be ideal for this homesite including possible riverfront or vineyard and valley view locations. In addition, the further possibility exists for an accessory farm dwelling.



## LOCATION

The Southern Oregon climate is highly sought after, with four distinct seasons, including a mild winter and a long growing season. The area is also an outdoor recreational paradise, with access to thousands of acres of public lands, phenomenal hiking, great camping and RV'ing, horseback riding, and Crater Lake National Park. Abundant water, including the renowned Rogue, Applegate and Illinois Rivers, in addition to over ten lakes, provide ample options for enjoying livewater adventures. Located a short commute to historic Jacksonville and the conveniences of Medford, including Medford International Airport, great medical facilities, and ample shopping, dining and entertainment.

## CONCLUSION

Red Lily Vineyards is a terroir-driven, small cuvee winery that sits in the heart of the Applegate Valley AVA in Southern Oregon. It represents a unique entrepreneurial venture that seamlessly blends old-world charm with modern sophistication, offering a harmonious marriage of rustic allure and contemporary chic. Red Lily Vineyards presents a beautiful opportunity, combining established success with exciting opportunities.





## Property Details

<b>Access:</b>	Frontage along paved Highway 238 to a private driveway and paved bridge over the Applegate River
<b>Present Land Use:</b>	Commercial winery and tasting room operation with supporting on-site vineyard, estate home, secondary dwelling, and numerous other agricultural support structures
<b>Vineyard:</b>	18 acres of vineyard, including Tempranillo, Verdejo, Grenache, and Graciano
<b>Facilities:</b>	Winery facility, tasting room, and supporting site improvements
<b>Other Improvements:</b>	Estate dwelling, guest/secondary dwelling, horse barn, hay barn, and shop
<b>2023 Taxes:</b>	\$16,030.95
<b>Zoning:</b>	EFU (Exclusive Farm Use)
<b>Elevations:</b>	+/- 1,320' to +/-1,800' above sea level
<b>Topography:</b>	Approximately 85 acres of level river bottom land.  Approximately 170 acres of rolling foothills with diverse character
<b>Irrigation:</b>	108 +/- acres from various certificates (Prospectus) – some extending back to the late 1800's  A recently updated pump station at the river delivers water to buried mainlines running to the vineyard. A secondary holding pond is located above the vineyard as well.

## Property Details

<b>Homesite(s)/Entitlements:</b>	There are two legal home sites both on tax lot 801 (secured by the existing dwellings). There is also future homesite potential on tax lot 900 with a lot line adjustment to meet county minimum acreage requirements. Buyer to perform due diligence.
<b>Domestic Water:</b>	Private on-site well
<b>Septic Systems:</b>	There is a separate system for each dwelling, plus a separate system for the winery and tasting room.
<b>Power:</b>	Electrical service has been extended to both dwellings, as well as the winery, tasting room and irrigation system.
<b>Site Improvements:</b>	Extensive landscaping with automated irrigation, 40-ton rated bridge, ample gravel parking and deer fencing for the vineyards, additional parking available for events



## Philosophy

### SPANISH CENTRIC

If you haven't already guessed, we're essentially Spanish oenophiles! When we first encountered Spanish tempranillo many years ago, we were overwhelmed by its combination of raw power and subtle earthiness. As we started exploring planting our first vineyard, we were excited by the fact that tempranillo seemed so well suited to the southern Oregon climate, and in particular, the Applegate Valley where we live. The fact that tempranillo was largely unknown at the time (at least to most American consumers) only added to the mystique and appeal. We brazenly set ourselves on this path and have never once regretted it. Tempranillo has proven to be virtually a perfect match to southern Oregon and we have been very pleased with the wines that we have produced. Meanwhile, we have continued to explore Spanish wines and have made them the focal point for our winery. With that in mind, we also planted several acres of Verdejo, a white grape that is the backbone for many fine wines from the Rueda region in Spain. We have also planted Grenache and Graciano, and have plans to blend those grapes with Tempranillo, similar to what is done in the La Rioja region of Spain.

### WINE MAKING PHILOSOPHY

Red Lily is a terroir driven, small cuvee winery whose underlying philosophy is to create wines that have a sense of place. To put it simply, we strive to produce the highest quality wines possible that reflect the unique parcels of land on which the vines are planted. Our wines are created by an uncompromising and passionate focus on quality and attention to detail in all aspects of the wine making process. Great wines are created in the vineyard and this is where our winemaking starts. Sustainable practices, coupled with a tremendous amount of hand labor, allow us to keep our vines in balance and manage our reduced yields. In the winery, a minimalist approach is taken during fermentation and aging, and gentle handling of the wine throughout the process permits the fruit to express itself naturally. Patience, patience, patience, and then just a bit more patience!

## Terroir

The term "terroir" is of French origin meaning "soil" as used in the phrase *gout de terroir* ("taste of the soil") to refer to the earthy flavor of some wines. However, terroir also has a much deeper, less literal meaning. When French wine producers use the term terroir, it not only includes reference to the type of soil (chalky, claylike, gravelly, sandy), but it also refers to virtually all other geographic factors that might influence the quality of the finished wine such as elevation, position relative to the sun, slope, and water drainage. Put another way, terroir refers to the sum of the influences of the natural environment on the growing of grapes and the production of wine. Red Lily Estate Vineyards (All of our estate vineyards lie within the Applegate Appellation, which is surrounded by the larger Rogue Valley Appellation.)

### BEAN PATCH VINEYARD

The vineyard was initially planted with four acres of tempranillo (Clone 1 and Duero) in 2008. The vineyard site has a predominantly northern aspect that rises to an elevation of approximately 1,600 feet. The site is comprised of primarily manita loam, with some vannonoy silt loam. Manita loam is a deep, well-drained soil on alluvial fans that typically contains clay loam along with some gravelly. The name of this vineyard stems from the fact that the initial owners of the property (who homesteaded the property in the late 1800s), used to grow bush beans in this particular area.

### STARGAZER VINEYARD

In 2011, we planted our Stargazer Vineyard. Comprising approximately 14 acres, the vineyard was planted with Tempranillo (Clone 1, Clone 5, Clone 11 and Clone 12), Verdejo (Clone 1), Grenache (Clone 1A and Clone 3), and Graciano (Clone 1). The vineyard site has a predominantly northern aspect on a varying slope surrounding a knoll, and sits at an average elevation of 1,500 feet. The soil is virtually identical to that of the Bean Patch Vineyard. The name of this vineyard stems from the fact that the elevated knoll in the center of the vineyard provides an incredible view of the night sky, thus a perfect place for stargazing!



# Vinifera

Vinifera simply refers to grape vines. As previously discussed, we focus primarily on Spanish grapes, in particular, tempranillo. Tempranillo is the principal red varietal which we cultivate, while Verdejo is our principal white varietal. Additional information on these two varietals is shown below.

## TEMPRANILLO

Tempranillo is Spain's indigenous "Noble Grape." In fact, in the Oxford Companion to Wine, Jancis Robinson says that Tempranillo is Spain's answer to Cabernet Sauvignon. Tempranillo is the centerpiece of fine Spanish Rioja wines as well as the "new age" wines coming from the Ribera del Duero and Toro regions.

Legend has it that Tempranillo was brought to Spain by French monks on pilgrimage from Burgundy to Santiago de Compostela, and that it is a variant of Pinot Noir. The latter claim has never been substantiated and research indicates that it is more likely that Tempranillo originated in northern Spain and then spread to the rest of the country. What is not in question is that Tempranillo is the superstar of Spanish grapes, and one with a sometimes confusing array of different names, at least in Spain. While known by its international name "Tempranillo" in La Rioja, it is called "Cencibel" in La Mancha and Valdepenas; "Ull de Liebre" (eye of the hare) in Catalonia; "Tinta de Pais" or "Tinto Fino" in Ribera del Duero and "Tinta de Toro" in, of course, Toro.

Tempranillo takes its name from the Spanish word temprano, which means "early", a reference to the fact that this grape variety ripens sooner than many other traditional varieties. It buds late and needs only a relatively short growing season with hot days and cool nights to preserve the fruit's acidity. A vigorous vine, Tempranillo is best suited to chalky or sandy clay slopes which are not too arid. The thick skinned, deep blue-black berries are high in color and extract. Tempranillo can be enjoyed immediately or it can make wines that are very elegant, with great structure and aging potential.

## VERDEJO

Verdejo is thought to have first been planted by the Moors, who settled in Spain in the 12th century. But like many indigenous white grapes in Spain, it was mostly wiped out during the late 19th-century phylloxera crisis, and replanted with other grapes from hybrid vines that are easier to grow. However, in the 1970s, Bodega Marques de Riscal saw the potential in reviving traditional local grapes and, with the help of French oenologist Émile Peynaud, replanted Verdejo in Rueda. Other bodegas followed and today, Verdejo is the signature grape of the region. Similar in style and characteristics to Pinot Gris, Verdejo fully expresses itself in Rueda where it showcases lemon and citrus, minerality and above all, a sharp acidity which makes it compelling with the tapas so that are so ubiquitous around the region. From a phenology standpoint, verdejo is very similar to tempranillo, as it also buds late and ripens early.



## WINERY FACILITY CHARACTERISTICS

Effective Building Size:	5,976 square feet (county records) including covered crush pad
Year of Construction:	2010
Foundation:	Concrete
Exterior Walls:	Mixed – baked enamel and tongue-and-groove cedar
Roofing:	Metal
Flooring:	Mixed – mostly concrete (all production areas)
Heating/Cooling:	Fully temperature and humidity controlled
Rooms:	Fermentation room, barrel storage room, cased goods storage room, covered crush pad, laboratory, bathrooms, office, and executive boardroom
Additional Features:	The winery has 20’ eaves, multiple roll doors, heavily insulated (walls and ceiling), glass panel roll interior doors, four instant hot water heaters, two hard-plumbed glycol units, plumbed compressed air, and carbon dioxide detector

## TASTING ROOM CHARATERISTICS

Effective Building Size:	2,506 square feet (county records) including covered patios plus 1,900 square foot historic barn
Year of Construction:	2010 for tasting room and historic barn was renovated at the same time
Framing:	Wood
Foundation:	Concrete
Exterior Walls:	Tongue-and-groove cedar
Roofing:	Metal
Heating/Cooling:	Ductless wall-mounted heat pump units and a walled natural gas fireplace
Rooms:	Tasting room with wine bar, commercial kitchen, storage/staff breakroom, multiple bathrooms, plus expansive outdoor covered entertaining patios and barn
Additional Features:	River-rock pillared entry with pitched roofing to compliment the architectural style of the historical pole barn



ESTATE DWELLING CHARACTERISTICS

Gross Living Area:	4,470 square feet (county records)
Number of Stories:	Two stories
Year of Construction:	2003
Bedrooms:	Three on the upper level (one of which is the master) and one on the lower level for a total of four bedrooms
Bathrooms:	Two full bathrooms are on the upper level (one of which is the master) and one full bathroom on the main level for a total of three bathrooms
Foundation:	Concrete
Flooring:	Marble tile, carpet, and ceramic tile
Exterior Walls:	Cedar shingle
Roofing:	Composition shingle
Ceiling Height:	Various throughout the home with many areas having vaulted ceilings
Heat/Air Conditioning:	Electric heat pump with air conditioning
Other Rooms:	Office, workout/bonus room, formal living room, formal dining room, breakfast nook, den, and laundry room
Additional Notes:	Fireplace, wood stove, and impressive attached covered patio off the formal living room

WINEMAKER'S HOME CHARACTERISTICS

Gross Living Area:	2,025 square feet (county records) plus additional decking and covered patio
Number of Stories:	Two stories
Year of Construction:	Remodeled in 2003 and in 2010
Interior Walls:	Drywall
Bedrooms:	One on the main level (master) and one on the upper level for a total of two bedrooms
Bathrooms:	Two full bathrooms (both on the main level)
Foundation:	Concrete
Flooring:	Carpet, laminate, and vinyl
Exterior Walls:	Wood ship-lap
Roofing:	Composition shingles
Windows:	Double pane vinyl
Heat/Air Conditioning:	Heat pump with air conditioning
Other Rooms:	Bonus room, laundry room, hot tub room
Additional Notes:	117 square foot covered front porch and 186 square foot back deck





Winery

Tasting Room

Irrigation POD

2nd Home

Estate Home



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**Kendra Ratcliff | Chris Martin**

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