R·STUART & CO.

WINERY

McMINNVILLE, OREGON • SINCE 2001

ONCE UPON A TIME, A VERY LONG TIME AGO,
THERE WAS A TOWN IN SOUTHERN OREGON.

IT WAS CALLED LOVE.

Love, Oregon

Spurred on by the necessities of business, and the potential of a few special wines resting in barrel, waiting for their right moment to emerge, we went in search of a fitting name for a new wine. One rainy Oregon afternoon, we stumbled across a box of sepia-toned vintage postcards and photographs from the turn of the century (that's not the most recent turn of a century, but the one before, perhaps you remember). Immediately charmed by their romantic tone and stunning landscapes, we began to dream.

The next thing to fall in our laps was an old almanac, the one the United States Government sent to families bound across the country to homestead in the wild, wild West – otherwise known as Oregon. These pioneers needed to know where they were headed, how big a town might be, how many head of horse and cattle might be found there.... All of this information, along with maps and drawings, was collected in a hardbound book with thin, almost wispy pages. In this book we discovered there had once been a town called Love. Love, Oregon.

Love, Oregon was in Josephine County, not too far from Grants Pass. Founded by James Love and his wife, they put a hotel and restaurant there to feed weary travelers – both people and horses – and give them a place to refresh and restore on their way to or from the Gold Rush in California through the mountains of Southern Oregon. Here people gathered to be nourished by Mrs. Love's simple but hearty food and to tell stories, or tall tales, around the fire. You might imagine how we felt a sudden kinship with the Love family when we learned this.

Love, Oregon no longer exists, but as a tribute to those brave dreamers who had the courage to risk everything to pioneer Oregon, we decided to resurrect it in our own way.

What is more, fascinated as we are with the written word and the poignant charm of the hand written letter (imagine the letters that went back to family in eastern states, reassuring them of the pioneer's well being and sharing details of their new discoveries) the double entendre of a closing salutation was not lost on us either.

Rooted in the heart of downtown McMinnville, Oregon.

Winery • 845 NE 5th Street, Suite #100, 503·472·6990 | Wine Bar • 528 NE 3rd Street, 503·472·4477
www.rstuartandco.com

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