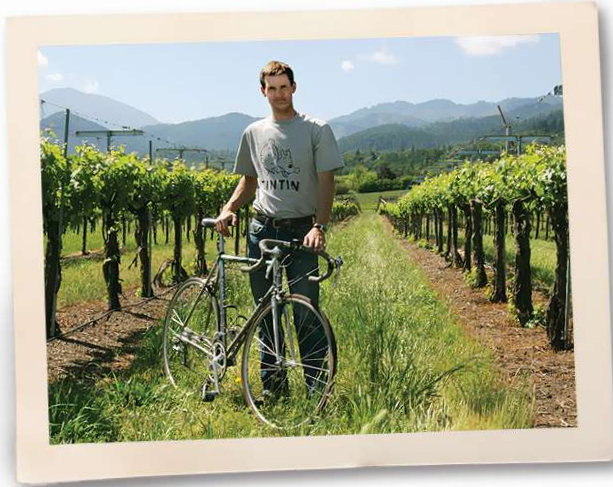


## WINEMAKER BIOGRAPHY



Gus Janeway brings more than a decade of winemaking experience to his personal project, Velocity Cellars. His conviction that great wine results from an intimate knowledge of the land arises from additional experience in vineyard management and from a habit of making his vineyard rounds by bicycle. With Velocity, he is committed to producing the Rogue Valley's definitive wine; an expression of varietal and site which best showcases the region's true native character.

In 1997, Gus chose the relatively unknown territory of the Rogue Valley as the place to pursue an elegant, pure style of winemaking. He began to learn about the region as vineyard manager at Quail Run/Griffin Creek Vineyards, then increased his understanding by sourcing fruit from a broad range of sites while serving as founding winemaker for Paschal Winery. In 2002 he began producing wines under the Velocity label at a new state-of-the-art facility in Medford, RoxyAnn Winery.

Gus directed winemaking at Roxyann to critical acclaim from 2003-2008, expanding production from 2,000 to 10,000 cases with more than a dozen distinct bottlings. During his tenure at RoxyAnn he was also winemaker for several of the Rogue Valley's notable wine brands, including Carpenter Hill, Red Lily, Rocky Knoll, Daisy Creek and Volcano Vineyards. In early 2009 he stepped away from his successes at RoxyAnn to focus exclusively on production of Velocity wines.

Gus and his wife, Julia, and their two young children, Theo and Josephine, live near the small town of Ashland, Oregon, at the eastern edge of the Rogue Valley. Julia is an accomplished ceramics artist whose work is inspired as much by the natural world around her as by her background as a professor of literature. They share their little 1800's house and land, formerly the headquarters for a local mine, with their two ridiculous dogs Hamish and Fairnytickle.