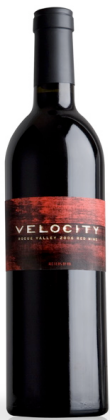


WINERY PROFILE

Velocity Wine Cellars is the personal venture of winemaker Gus Janeway. His conviction that great wine results from an intimate knowledge of the land is born of his experience in the vineyards and cellars of Southern Oregon and strengthened by a habit of making his vineyard rounds by bicycle. With Velocity, he is committed to producing the Rogue Valley's definitive wine: a faithful expression of the region's true character. Gus named the wine Velocity to reflect the forward reach and clear direction of his venture.

THE VINEYARDS

In his selection of grapes for Velocity, Gus draws from his experience to identify those particular vineyards and sub-blocks where the soil, aspect, varietal, and clone are being farmed to yield the Rogue Valley's most distinctive and expressive fruit. Velocity Cellars holds long-term per-acre contracts with these vineyards, ensuring an uncompromising attention to quality.



VELOCITY

The flagship wine, the velvety red Velocity, is based on the deeply aromatic and intense Malbec grape, supported by traditional Bordelaise varietals and spiced by a small percentage of Syrah. The actual blend varies with the vintage. Following the first winter's barrel aging, Gus begins a critical three-step process to achieve the wine's final profile. First, each barrel from each separate lot (by varietal, vineyard, and press fraction) is selected for character worthy of the Velocity name. Second, a rigorous series of blending trials establishes the role each lot will play in the final assemblage, until the wine's aromas, structure, mouthfeel and finish come together into one harmonious performance. Finally, the separate lots are combined and returned to barrels to age through a second winter as a complete wine.



VELO

A little more friendly, and a bit less brooding than its big brother Velocity, Velo is a red blend whose profile is determined more by fortune than by excessive deliberation. Production of this second label allows Gus to have a wine that can be enjoyed more in its youth, while the name lets him pay homage to his beloved racing bicycle. The wine's approachability is emphasized by the choice of a Stelvin capsule, employed since the 2002 Vintage to preserve freshness and fruit character.

FIND VELOCITY

Velocity wines are available online at www.velocitycellars.com and at fine restaurants and retail shops throughout Oregon. Personal tours and tastings are available to the media and wine industry professionals by contacting Gus at gus@velocitycellars.com or calling 541.482.9336