



matchmaker

An entrepreneur partners with international winemakers to make wine with Columbia Valley grapes. | by Teri Citterman

Allen Shoup's home in the Highlands started as a small carriage house. After an intense expansion and renovation, it rose from the shadows of towering pine trees as a grand estate. Similarly, in 1984, he transformed a small winery called Chateau Ste. Michelle into a multimillion-dollar wine and vineyard operation. A brief chat quickly reveals Shoup as a man who dreams big and makes big things happen, and his latest venture is one that promises continued success. With purebred rust-colored Hungarian Pointers Mylo and Hobbes at his sides, he settles into a vast, relaxed leather couch, and begins to tell me about it. But not before he pours two glasses of a 2005 Long Shadows Poets Leap, an award-winning riesling made by Armin Diel from the Schlossgut Diel winery in Germany. Diel's is among the coterie of wineries that makes up Shoup's latest venture, Long Shadows Vintners.

The finest winemakers gain their expertise through trial and error, Shoup reasoned, and though Washington wine competes on a global level, the region's wine-producing history is short. So he envisioned bringing revered winemakers from all over the world to make wine using their knowledge and Columbia Valley grapes. Prior to leaving Chateau Ste. Michelle in 2000, Shoup had experimented with this concept by forming Col Solare in partnership with Tuscany's Marchese Piero Antinori.

Napa had faced a similar conundrum back in its day. Robert Mondavi's answer was a joint venture with top French winemaker Baron Philippe de Rothschild of Chateau Mouton Rothschild, forming Opus One Winery. It became known for making America's first ultrapremium wine and creating a new category of wine with prices starting at \$50 per bottle—and is perhaps the reason Sonoma sits in Napa's shadow. Mondavi,

Wine's best friend Allan Shoup at his home.

AWARD-WINNING WINES

Long Shadows is located in Walla Walla, and all its wines are produced in limited quantities. All but one of the following wines won awards in their first year out. "Private Cellar" members get first right of refusal before wines become available to the general public. If you would like to be notified of new releases, sign up at LongShadows.com.

Wine 2003 Pedestal Merlot

Winemaker Michel Rolland, Bordeaux

Scores *Wine Advocate* 94 points, *Wine Spectator* 92 points

Wine 2003 Feather Cabernet Sauvignon

Winemaker Randy Dunn, Dunn Vineyards in California, formerly of Napa's Caymus Winery

Scores *Wine Advocate* 93 points, *Wine Spectator* 92 points

Wine 2003 Pirouette (cabernet sauvignon, merlot, syrah, cabernet franc, and petit verdot)

Winemakers Augustin Huneeus Sr., of Concho y Toro (Chile), Franciscan Estates, Estancia, and Quintessa (California); Philippe Melka, of Métisse, Vineyard 29, Hundred Acre, and Bryant Family Vineyards in Napa

Scores *Wine Advocate* 93 points, *Wine Spectator* 91 points

Wine 2003 Sequel Syrah

Winemaker John Duval, formerly of Penfolds Grange in Australia

Score *Wine Advocate* 92 points, *Wine Spectator* 92 points

Wine 2002 Chester Kidder (bordeaux varietals and syrah)

Winemaker Gilles Nicault, formerly of Woodward Canyon

Score *Wine Advocate* 90 points

Wine 2004 Poet's Leap Riesling

Winemaker Armin Diel, of Schlossgut Diel in Germany

Score *Wine Advocate* 89 points

Wine 2004 Saggi (sangiovese, cabernet sauvignon, syrah, and barbera)

Winemaker Father-son team Ambrogio and Giovanni Folonari, one of Italy's oldest and most prestigious wine families

Score This brand new wine has not yet been reviewed.



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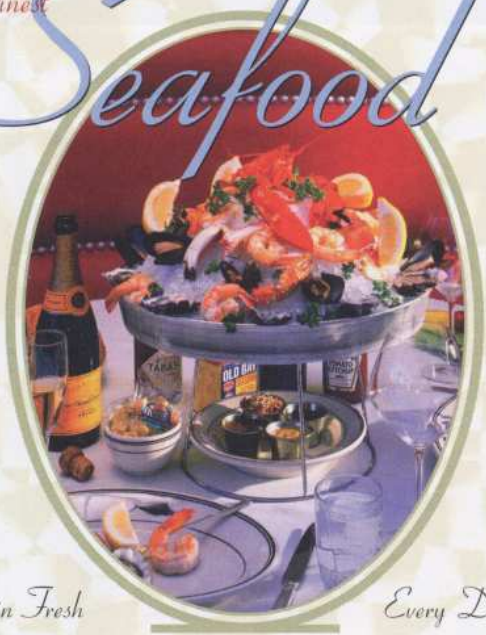


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Shoup's longtime friend and mentor, encouraged him to found Long Shadows Vintners, which he named for those who have cast long shadows in the industry of wine.

Notable winemakers like John Duval of Australia's Penfolds Grange, Philippe Melka of Napa's Bryant Family Vineyards, and distinguished wine consultant Michel Rolland of Bordeaux are among the all-star Long Shadows cast. Success came quicker than Shoup expected. "Our first release of reds scored 90-plus in *Wine Advocate* and *Wine Spectator*."

With Shoup's depth of experience in the wine industry, he was surprised to find that making high-end boutique wine was such hard work. "I felt like a person from the Olive Garden trying to run a restaurant like *Le Cirque*—slicing and dicing is different. Even boiling water is different." But then again, Shoup's been an apt pupil ever since the wine bug bit him over 30 years ago.

Shortly after graduating from the University of Michigan, Shoup landed what he considered "a young bachelor's dream job"—developing personal-care product lines for Amway in Grand Rapids, Michigan. He first engaged with wine when Ernest Gallo himself, interested in the parallels of fragrance marketing and wine marketing, tapped Shoup to join the ranks of his Modesto, California, wine operation. Though he didn't know a thing about wine, Shoup's natural curiosity and love of learning led him on a two-week road trip to the nation's wine capital. Parking his sports car along his route, he drank wine with every meal, asked lots of questions, and arrived at his destination confident in his newly acquired connoisseurship.

His first night in Modesto, at a dinner with all the Gallo marketing managers, Shoup quickly concluded that everything he'd heard about California was true: People were phony and superficial. "I thought I had just come from drinking some of the finest wines—Paul Masson and Christian Brothers—and these people knew nothing about wine. They talked about it as some sort of sensuous experience, and it was all ridiculous to me, which made me even surer that I was right in my judgment."

Then someone poured him a glass of a late 1960s George Latour. He twirled his glass along with everyone else and tasted the wine. It took his breath away. He managed a slight gasp—and realized he had a lot more to learn. Back at the Highlands estate, Shoup pauses, thinking back to his *aha* moment as he sips the award-winning Poet's Leap riesling, one in a bevy of Long Shadows offerings shaping a new chapter for Washington State's wine industry. ✿