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# Not for Everybody

BROADLEY VINEYARDS REFINES THE ART OF PINOT NOIR.

by Lance Sparks

If Herman Haller (the Steppenwolf of Herman Hesse's Nobel novel of that name) were in Eugene and thirsting for his favorite wine, with "the good and homely flavor of the land, and of earth and sky and woods," he would motor north on the steaming black ribbon of Hwy 99W, through the crabbed corridor of Junction City, eight miles more to scruffy little Monroe, pop. 380.

Haller would pull off across the street from Long Branch Bar & Grill and Dari Mart, noting new mural painted on wall, depicting a mill and ferry, bearing legend "Monroe 1853-2003" and slogan: "Pride in Our Past, Present and Future." Sporadic clusters of log trucks rumble past, followed by RVs, farm rigs, family sedans coated in summer dust. Few stop. Sultry air reeks of diesel fumes and unburned gasoline. The Steppenwolf would know the mill is gone, torn down years ago; the ferry stopped plying the river long before. Pride in our past.

He would stand before the most elegant structure in town, "a little temple of order," dark brick, single-story, fronted by a line of young maples curbside. See strange green lines of paint on sidewalk, series of dashes stopping at each tree's trunk. Handsome black wrought-iron fence rings the parking lot. Sign on building, black-on-white, marks Broadley Vineyards. Over entrance, half the letters remain from previous incarnation as Monroe garage. Haller would see wine's Magic Theater: "Not for Everybody."

Pinot noir, Oregon's most renowned wine, is not for everybody. But it's usually where wine lovers finally arrive — long after initiation into Blue Nun and Mateus

Rose, studies in California Chardonnay and cabernet, Australian shiraz, French Bordeaux and Cotes du Rhone, graduating in Burgundy (red pinot noir) — in passionate pursuit of complexity and delicacy in wine flavors. Rather like coming to love music through rock 'n' roll before finding the rapturous Mozart, Liszt, Bach.

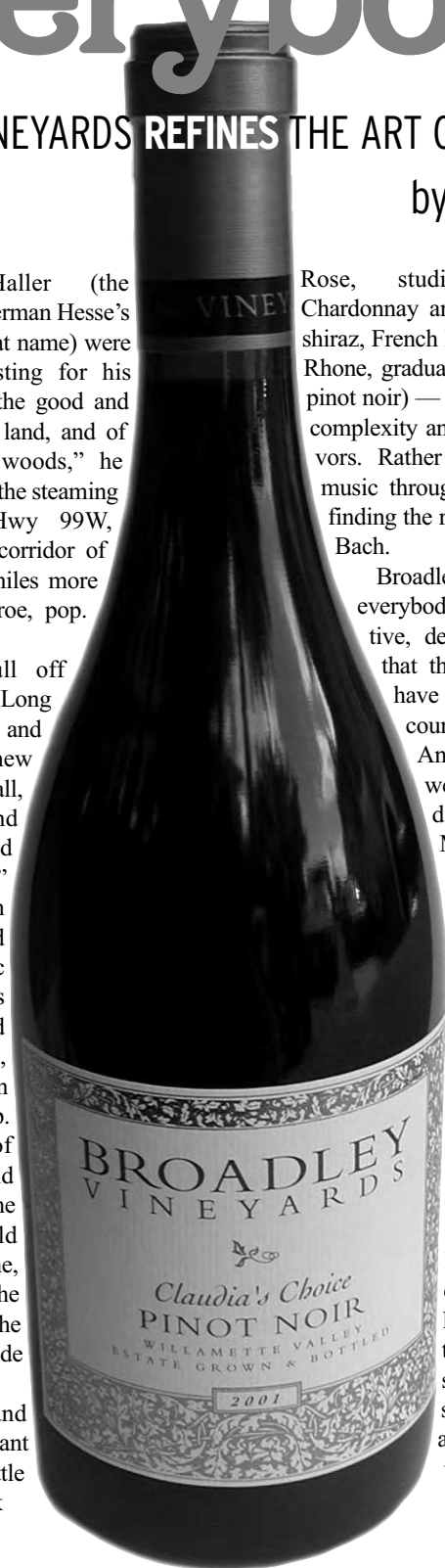
Broadley's pinot noir is not for everybody, but it is so distinctive, definitive of its origins, that those who love it must have it "to sip ... heart and courage from their glasses."

And here it's made, and well might prove someday soon a source of Monroe's pride in its future.

Through the door, Haller would encounter Craig Broadley, 57, about six slender feet tall, topped by white hair above a sunburned face lit by blue eyes and a brilliant smile. Claudia Broadley, 56, is small, with curly dark hair, dark and lively eyes, and a laugh quick and bright as lightning. They've been together since high school and married since '67. They chuckle a lot, crack each other up. Haller would revel in this "Cabinet of Humor."

The Broadleys would talk. The Steppenwolf would learn: These are literate, bookish, California-bred folk, in fact had early careers with Ferlinghetti's City Lights Books of San Francisco, got out when, Craig grimaces, "The book business got horrible," crushed by "corporate giants ... rough and rude." After

an epiphany in wine, Oregon pinot noir, "great fruit ... fruit you loved," Craig, stricken, studied enology at Cal-Davis, graduated. They borrowed, bought hillside, east-slope vineyard property in Monroe, 1981, planted vines, made their first vintage 1986; ten years later, their 1994 Claudia's Choice was



And there it is:  
in the nose and on the tongue,  
painfully pretty,  
candied chocolate cherries,  
raspberries, flawless balance,  
medium tannins,  
length in the finish,  
lovely, lovely Broadley  
pinot noir.



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