

Winery Profile

Velocity Wine Cellars is the personal venture of winemaker Gus Janeway. In pursuit of elegance, depth, and complexity, Gus blends from his selection of five varietals grown at three distinct, neighboring vineyards in Southern Oregon's Rogue Valley. The resulting unconventional assemblage reflects both a highly individual style as well as a style defined by the unique character of the region itself.

Gus named the wine Velocity to reflect the forward reach and clear direction of his venture. The name is also a nod to the self-propelled speeds he enjoys attaining on those occasions when he gets to make the vineyard rounds by bicycle.

The Vineyards

In his choice of vineyards and varietals, Gus draws from the experience of previous vintages to identify those particular sites where a fortunate convergence of critical variables – soil, aspect, varietal, clone, and attentive, intelligent management – yields the most distinct and expressive fruit. In total, only six acres of vineyard are under contract to Velocity, on long-term per-acre arrangements, ensuring a constant focus on quality instead of volume.



The Wines

Characterized by unconventional blends, Velocity wines are balanced, elegant and nimble partners for the seasonal, fresh foods of the Pacific Northwest.



The flagship wine, the velvety red **Velocity**, is based on the deeply aromatic and intense Malbec, supported by an alchemy of traditional Bordelaise varietals, and spiced by a small percentage of Syrah. The actual blend varies with the vintage. Following the first winter's barrel ageing, 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 twelve more months as a complete wine.



The success of Velocity relies heavily on the winemaker's ability to be selective at every step. Production of a second label gives Gus the flexibility to make no compromises with Velocity; thus **Velo** is born of all remaining wine, blended and aged in the same manner as Velocity but with a profile determined by fortune rather than by deliberation. The name is an homage to Gus's beloved racing bicycle – an essential tool in achieving Velocity.

Find Velocity

Velocity wines are poured at the RoxyAnn tasting room, 3285 Hillcrest Road, Medford OR, 541.776.2315. Velocity wines are also available at fine restaurants and retail shops in the Ashland area, and on-line at Avalonwines.com. Personal tours and tastings are available to groups and the media by calling Gus at 541.482.9336.