
URBAN CRUSH



For Immediate Release

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NEW WINERY/CUSTOM CRUSHER COMES TO SE PDX

Urban Crush opening in House Spirits Distillery space

The way **Laureen O'Brien** sees it, her new **Urban Crush** winery in Southeast Portland's next hot neighborhood, Hosford-Abernethy, conjures visions of "adults at play"—meaning that Urban Crush's **tasting room** and **wine lounge** at SE 7th Ave. and Lincoln will be a destination that compels PDX's wine lovers to revel in the tastes of wine made on the premises.

O'Brien and her husband, **Ed Fus**, owners of **Angel Vine**, have been focused on producing Zinfandel sourced from premier Washington vineyards since 2007. **Angel Vine**, which also makes Pinot Noir grown on its estate vineyard in the Willamette Valley, will host several notable brands to produce wine in the heart of the city. "We want to make our wine where we live and become a part of the fabric of our community," O'Brien explains.

O'Brien and Fus, the winemaker, live in Portland. The couple travels frequently to the Willamette Valley to tend to their 5-acre Pinot vineyard as well as to their source vineyards in Washington, a three-to-five-hour journey.

Now, Fus says, "We spend more time with the grapes rather than on the road, since the Willamette Valley is in the opposite direction of our Zinfandel vineyards. Being a custom crush customer myself, I wanted to create something in Portland that was more focused on the winemakers. That's what made it compelling to seek a place in PDX where we could be a foundational player and have a fun place to follow our passion."

Urban Crush (www.urbancrushwine.net), located at 2025 SE 7th Ave., will be home to **Angel Vine** (www.angelvine.net) as well as **D'Anu Wines** (www.danu-wines.org), **Willful Wines** (www.willfulwine.com), and **Cinzia**, all of which will offer Pinot Noir as well as unusual-to-Oregon varieties such as Zinfandel (and its Italian cousin, Primitivo), Petite Sirah, Cabernet Franc, Sangiovese Viognier, and an Amarone-style wine made using modern *appassimento* methods. Tours and tastings will be enhanced by meet-and-greets with winemakers who work on-site.

Urban Crush is situated in the former home of **House Spirits Distillery** (one of the founding spirits producers on Distillery Row) in a Southeast district now in the early stages of highly-anticipated growth. This urban industrial area has been a hotbed of adult beverage production—micro-breweries, cideries and distilleries—and is home to trendy new restaurants. This is also where the City of Portland will open its first new bridge since 1973, bringing an influx of pedestrians, cyclists and mass-transit commuters to this walkable neighborhood. Urban Crush will join the mix as an integral addition to wine activity in PDX.

WINE INDUSTRY NOTES

- A **Trade and Media Event** is planned for mid-July. Please send reply by email to cgiavanti@mindspring.com to be added to the invitation list. This event will be limited to active industry members only, and first responders will be given preference.
- **Interviews and private tastings** with Ed Fus and Laureen O'Brien of Angel Vine, the founders of Urban Crush Winery, can be arranged in advance of the opening. Contact Carl Giavanti Consulting at **971.221.4212** or by email for more information.